

★ ★ ★ THE BEST AND WORST OF '85-'86 ★ ★ ★

BOSTON CELTICS PRIDE

Volume 1, Issue 7
January 27, 1986



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K.C. JONES

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Celtics' Christmas Party

The Boston Celtics' annual Christmas Party was held in the Blades and Boards Club in the Boston Garden on the afternoon of Friday, December 20, 1985. All the members of the Celtics family -- players, coaches, staff and their families -- were joined together for food, drink, gift-giving and the general sharing of friendship so much a part of the holiday season. Highlights of the party were an appearance by The Cookie Monster of Sesame Street, the grand entrance of Santa Claus, and a crowd stunning magic show by local magician Joe Martella.

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BOSTON CELTICS PRIDE

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Ask Red Auerbach

the two All-Star teams. Right now, that stands to be K.C. Jones in the East and Pat Riley in the West.

QUESTION: What do you think of the Continental Basketball Association?

Andy Henry, Brookside, N.J.

RED'S ANSWER: Well, I don't know anything about their financial structure, but they have certainly provided us with a good "farm system". All the players in that league are under scrutiny and if they keep playing well and somebody on an NBA team gets hurt, the players have a chance. Almost every team in the NBA has had a CBA player on their roster at one time or another, proving that the kids can play.

QUESTION: I would like to know if the Boston Celtics games will be broadcast again over WBZ radio in the near future. I am a Celtics fan in West Virginia and can only receive WBZ for Celtics games.

Joey Biser, Burlington, W. Va.

RED'S ANSWER: Our games are currently being broadcast over WRKO-Radio (680 AM), as they have been for five years now, and we are very happy with the job they've done. They have a large

network of radio stations in New England for broadcasting our games, but their signal doesn't reach quite as much range as WBZ's did. Still, some Celtics games are available to you courtesy of WRKO, over WTOP-Radio in Washington, D.C., which has one of the strongest signals in the country. The Washington Bullets and hockey Capitals also broadcast on WTOP, but when there's no hockey or basketball, the station picks up our games.

QUESTION: I would greatly appreciate an explanation of the basketball term "posting up". Both low and high posting are mentioned.

John Valatka, Abington, Ma.

RED'S ANSWER: Posting up is playing the pivot position, with your back to the basket. The low post is as close to the basket as you can get, and the high post is up around the foul line. Dave Cowens, for example, played the high post; those are usually guys who can shoot and pass well.

QUESTION: What did you like most about coaching?

Danny Benedict, Worcester, Ma.

RED'S ANSWER: Winning. Winning -- and developing players, watching them grow and improve.

EDITORS NOTE: "Ask Red Auerbach" is a regular feature of Celtics Pride. If you have a question for Red, please send it to Celtics Pride, 49 Locust Avenue, New Canaan, Connecticut 06840. Red will answer as many as possible in each issue.

QUESTION: Do you think the referees are picking on Bill Walton? He seems to be getting called for fouls much more frequently than in the past.

Harvey Berkfeld, Somerset, Ma.

RED'S ANSWER: No, I don't think he's getting called for more fouls than he always has. He's always been the kind of player who gets called for fouls. He's a physical player who makes a lot of contact on the court, so he naturally gets caught out there. But I don't think the officials are intentionally picking on Bill Walton.

QUESTION: Do the hand signals your guards use tip off the other teams to what your offense is going to do?

Doug Kirkpatrick, Boston, Ma.

RED'S ANSWER: Well, they shouldn't. If our coaches felt that other teams were tuned into the plays they're calling, they can simply change the signals. Also, every play has a number of options that work off of it; it's not like a football play where once you call and begin a play, you run it the same each time no matter what the other team does. In any event, if you execute a play right, there's no way it can be stopped.

QUESTION: Did the NBA stop Patrick Ewing from wearing his T-shirt? If so, why?

Benjamin Novak, New York, N.Y.

RED'S ANSWER: Yes, they did stop him, and they were right to do so. If they let Patrick wear a T-shirt, they would have to allow everyone else to wear whatever they want. A uniform is just that -- uniform, in that everyone on a team is wearing the same outfit. If a T-shirt were allowed, the next thing you know there would be a fashion parade with players trying to top each other. Or guys would start looking sloppy on the court, wearing sweat-shirts underneath uniforms. You know, they can't legislate against a sweatshirt and allow a T-shirt. Who knows? Players might even start getting commercial, wearing sneaker logos or a special kind of pants. The league has done the right thing, heading things off before they get out of hand.

QUESTION: How are coaches chosen for the NBA All-Star teams?

Jack Pollack, West Hartford, Ct.

RED'S ANSWER: The coaches of the teams with the best records in each conference after the games of Sunday, January 26th, 1986 will coach

THE CELTICS HAVE A NEW NUMBER



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The Best and Worst of '85-'86

By Tony Cooper

If there's one thing to be said about the NBA, it's that the league is far from being dull, mundane, boring and predictable. There are enough ups and downs during the course of a season to keep the average manic-depressant in his knickers for quite a while.

And with the 1985-86 season about half over, plenty of highs and lows have been registered by the players, coaches and teams that comprise the league.

Just in case you've missed them, Celtics Pride thought you'd like to be aware of the best and worst of the '85-86 campaign. Of course, take heed that the feats mentioned in the ensuing paragraphs could be made to look small by someone else before the season is over...

BEST DRAFT PICK: That's easy--Patrick Ewing. Ya think the Knicks are downtrodden now? Think for a second and imagine what the Knicks would be like without the lad from Cambridge. Ewing has been worth every hundred-dollar bill the Knicks are paying him.

WORST DRAFT PICK: Benoit Benjamin. When the Los Angeles Clippers made Benjamin the third pick in the draft, they expected him to be a franchise-builder. However, Benjamin has contributed precious little (read: nothing) to the Clipper cause. The 7-footer from Creighton appears to be another Greg Fillmore instead of the second coming of Kareem Abdul-Jabbar. Benjamin is one of the reasons why Clipper Coach Don Chaney, a venerable ex-Celtic, doesn't have secure job status.

BEST NEWS: That Bill Walton and Mitch Kupchak, two of the biggest zealots on the court the NBA has ever seen, are injury-free and able to contribute to their respective clubs on a regular basis.

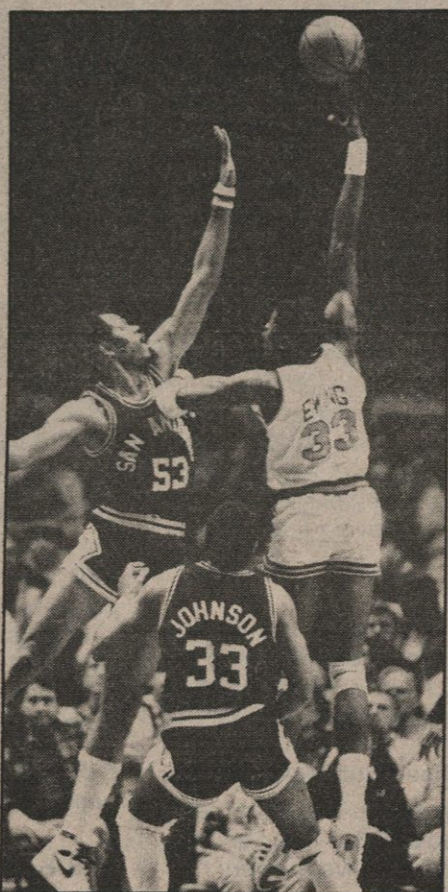
WORST NEWS: The passing of Philadelphia 76ers public address announcer Dave Zinkoff, Walter Davis' succumbing to the proverbial substance abuse, Jeff Ruland's broken ankle. The latter was back to his old form after suffering an elbow injury last year.

BEST OFFENSIVE PERFORMANCE: The Lakers' James Worthy, who was 14 of 15 from the floor during a recent game against the Sacramento Kings.

WORST OFFENSIVE PERFORMANCE: The Clippers' Norm Nixon--2 of 13 from the floor against the Seattle SuperSonics in late December.

BEST QUOTE(S): Several nominees here:

Utah Jazz coach/general manager



Ewing: Best draft pick.

Frank Layden: "When I was in high school, the coach told me to haul my butt. It took two trips."

Denver Nugget Coach Doug Moe, on former Nugget Kiki Vaneweghe: "He was the only player who couldn't live up to our dress code, which is to dress as good as me. The village idiot could do that."

Vandeweghe, now with the Portland Trail Blazers, noting that Portland Coach Jack Ramsay meticulously prepares his teams for games by having players watch video tapes of the opposition, whereas Moe isn't like that at all. "With Doug, we'd watch cartoons or something."

Philadelphia 76er forward Charles Barkley, after an altercation with Clipper forward Cedric Maxwell, an ex-Celtic. "We have a hatred. He is cocky. I kind of threw the ball on him."

WORST QUOTE: Barkley, after Sixer owner Harold Katz criticized his team's poor play in the early season: "Why don't he coach?...It don't take no Rhodes Scholar to know we're playing bad." Don't they teach grammar at Auburn (Barkley's alma mater)?

BEST DEFENSIVE JOB: Chicago Bull forward Orlando Woolridge who limited Larry Bird to 5 of 17 shooting from the field and dogged him most of the night.

WORST DEFENSIVE JOB: To whoever covered Dominique Wilkins the night he scored 49 points and grabbed 11 rebounds in a Hawk win over Houston.

BEST ROAD PERFORMANCE: The Lakers, who won 13 of their first 16 road games.

WORST ROAD PERFORMANCE: The Clippers, losers of 10 of their first 12 games on foreign turf.

BEST SELF-ASSESSMENT: An unidentified Sacramento player, after the Kings had lost to the Clippers: "If we lose to the Clippers again, we should be banned from the NBA."

WORST (OR AT LEAST MOST SELF-EFFACING) SELF-ASSESSMENT: Laker forward Maurice Lucas, after a teammate suggested he give Washington Bullet rookie Maunte Bol his legendary stare, to unnerve the Bullet center. "I said, 'Man that guy has looked down on the eyes of a lion. He's not going to be scared of me.'"

BEST COMEBACK: The New York Knicks, who were trailing the Celtics by 25 points in the third quarter, yet came back to beat Boston.

WORST COMEBACK: Sly Williams. He had a chance to carve a niche for himself on the Celtics, but bollixed up the opportunity.

BEST FANTASY: New Jersey Net center Darryl Dawkins. When he retires, Dawkins says he'll buy himself a chocolate yacht with a thunderbolt on the side, and a see-through car so he can "show off the bad chick I'll have sitting next to me."

WORST FANTASY: Detroit Piston center Bill Laimbeer, who proclaimed

he could jump higher than the Bullets' Ruland, another non-sky guy. "No you can't," said Detroit teammate Rick Mahorn, a buddy of Ruland's.

BEST MEAL: Chicago Bulls guard Quintin Dailey. During one game, Dailey borrowed money from a sports-writer and proceeded to wolf down nachos, pizza, popcorn and a soda.

WORST MEAL: Phoenix Suns rookie Georgi Glouchkov, who had numerous cheeseburgers, french fries and shakes during a stop at a local fast food emporium.

BEST SURPRISE: The San Antonio Spurs, after a rugged start, have finally broken out of their somnolent state and are playing good basketball. This is nice news to Cotton Fitzsimmons, one of the NBAs most quotable and witty coaches.

WORST SURPRISE: The substandard play of the Phoenix Suns.

BEST TEACHER: Hall of Famer Bill Russell who will be teaching Benjamin the tricks of the trade of playing center.

WORST TEACHER: (FOR BOXING LESSONS): Cedric Maxwell. After his skirmish with Barkley, Clipper forward Marques Johnson said, "Max made sure he had some people to help him take on the Bark."

BEST CHRISTMAS PRESENT: At least as far as the Knicks are concerned, their comeback win over the Celtics at Madison Square Garden.

WORST CHRISTMAS PRESENT: Larry Bird's 8 of 27 shooting in the same game.



Celtics Tod Rosensweig congratulates Joanne King.

Polaroid Fan of the Month

In attendance at the Boston Garden for the game between the Celtics and the Dallas Mavericks on Wednesday, December 18th was the winner of the first Polaroid/Boston Celtics Fan of the Month contest--Joanne King of Cambridge, Ma. As winner of the Fan of the Month, Joanne received two tickets to the game, a night at the Embassy Suites Hotel in Boston, limousine transportation to and from the game, courtesy of Boston Livery Service, an official Celtics Starter jacket, an autographed team basketball and a Polaroid Sun 660 Autofocus camera with film. You can enter the Boston Celtics/Polaroid Fan of the Month contest at any Claus Gelotte store and get the royal treatment from Polaroid, the official instant camera of the Boston Celtics.

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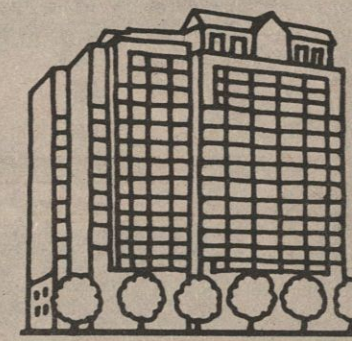
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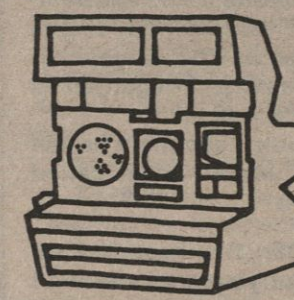
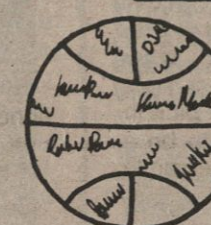
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Innerview

DON NELSON

Don Nelson didn't look like much as a player. He could not run, couldn't jump, and when he took his funny-looking shots from the foul line, you'd swear the guy resembled someone who had fallen out of a tree.

Nevertheless, Nelson was one of the most effective players ever to wear a Celtics uniform. The forward joined the Celtics in 1965-66 after stints with the Chicago Packers and Los Angeles Lakers.

Nelson was picked up by Boston on waivers. And what a bargain he was! He went on to spend 11 years with the Celtics, and was an integral part of five World Championship clubs.

After Nelson retired in 1976, he stepped immediately into coaching, and was an assistant with the Milwaukee Bucks. Shortly thereafter, early in the 1976-77, Nelson was tapped to become the Bucks' head man, replacing Larry Costello.

Nelson has been at the Bucks' helm ever since. He's led the Bucks to six straight division titles—five in the Central and one in the Midwest—and has been named NBA Coach of the Year twice. The 45-year-old Iowa native is as highly-regarded as any coach in the league.

Celtics Pride recently chatted with the man Johnny Most called "Dynamite Don"....

CELTICS PRIDE: You have the utmost respect of your peers around the NBA. That must make you feel good.

NELSON: Yes, it does.

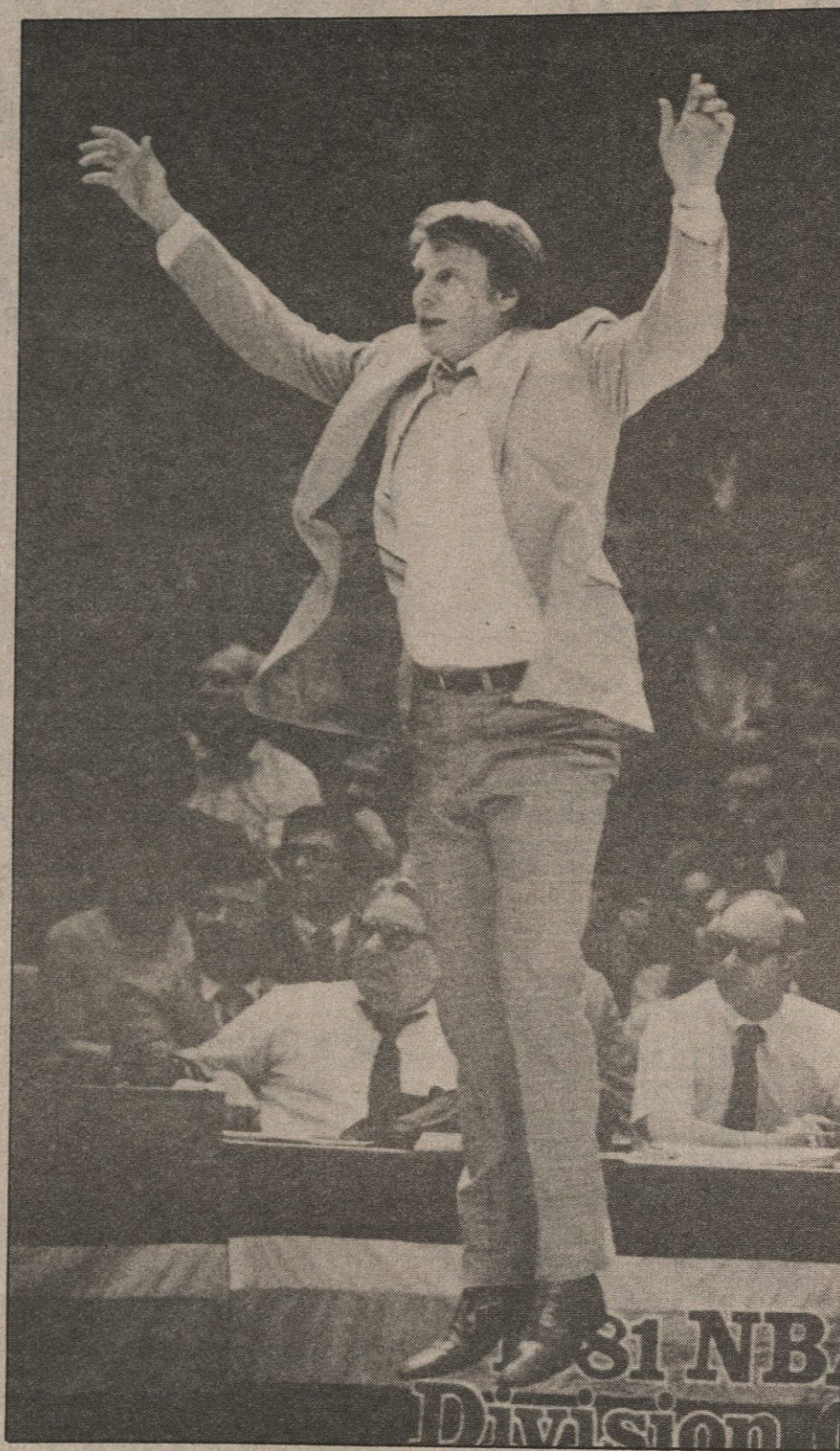
CELTICS PRIDE: Did you think your coaching career would work out as well as it has?

NELSON: I always thought I could coach, but you never know until you get there. I don't ask any player to do what he can't do. I try to accentuate the positive, not the negative.

CELTICS PRIDE: You became a head coach after only a few games of experience as an assistant. How did you handle it?

NELSON: I used what I learned in Boston. I concentrated on defense and ran the fast break and tried to teach them to the team. I tried to run things simply. I learned how to win playing for the Celtics, and I was able to teach that with the Bucks.

CELTICS PRIDE: Being a coach, you have to put up with a lot of ups-and-



"Nellie": Influenced by Red.

downs. How do you deal with them?

NELSON: Coping with that is the difficult part of coaching. It's not easy. But you have to realize you have another game right after a loss. You have to make sure you don't brood too much after a loss.

Long losing streaks are tough, but I haven't had to deal with that since I've been here. And we've only had one bad year—my first year.

CELTICS PRIDE: The Bucks are always one of the NBA's elite teams, but they've never won a championship. Is that frustrating?

NELSON: Winning a championship is

a priority for me. I would like to do that and we keep trying. We haven't been close—we've been to the Eastern finals and Philadelphia beat us in seven games one year.

CELTICS PRIDE: What's the missing ingredient in your team?

NELSON: Probably a dominant center.

CELTICS PRIDE: You're pretty intense on the bench. Do you ever worry about getting burned out from coaching?

NELSON: I did at one time, but I don't anymore. I'm handling things better. My approach is that each game isn't

life and death, and to just do my best. I can accept whatever happens.

CELTICS PRIDE: What are some of your most vivid memories during your playing career with the Celtics?

NELSON: Not long after I'd joined the team, Bill Russell came to me on Christmas Eve and asked me what I was doing for Christmas. I really didn't have anything planned, because my family was in Illinois. He asked me to come spend the day with his family. I told him no, because I felt as if I'd be intruding, but he insisted. So I went to his house and had a beautiful day. I'll never forget Bill Russell for that, no one can tell me a bad thing about that man.

I was appreciative of all the good years and of having the chance to be a Celtic. I was really fortunate. A lot of very good players have spent entire NBA careers with losing teams. They'd have given anything for the opportunity I had.

CELTICS PRIDE: Which Celtics were most influential on your coaching career?

NELSON: Red Auerbach had the most influence. I spent a lot of time in his office talking basketball with him. Red changed the course of my life. Not only did I go on to 11 seasons and five championships, but he helped me go directly into coaching at the NBA level as a Buck assistant. I'm passing on to my players so many things I learned from Auerbach and the Celtics.

I think he sees things in certain players that no one else sees, or maybe no one else bothers to look for. It's something inside a player, something other than just talent. He's picked up so many players late in their careers. You see dedication on those players, players who want to win badly. I'd like to think that's what Red saw in me, too.

Russ had more influence on me with the way he carried himself as a human beings, which was the way he functioned as far as his drive to win.

CELTICS PRIDE: You mention that Auerbach changed your life. What would you have done had the Celtics never picked you up?

NELSON: I was sitting on top of the world when I got that contract. I'd gone from the pits to the heights, from a down-and-out free-agent without a job, to a place with the greatest team in basketball history. I thought my career was over.

Had I not made it, I probably would've gone back to the University of Iowa as coach of the freshman basketball team. Hopefully, I would've become a varsity coach somewhere after that.

Celtics Diary

The Education Of Sam Vincent

Another chapter of the Boston-Philadelphia series was being played out, December 21st at the Spectrum. Boston, behind the scoring of Larry Bird and Kevin McHale had led throughout much of the contest, weathering the ejection of Dennis Johnson.

The Sixers' main figures have been altered by injury and creeping age, but they rallied for what would be a game-winning run, behind Maurice Cheeks. Sam Vincent, Boston's prized rookie got into the stormy game late in the third period.

The teams continued fighting; with the focus on the guards, the game resembled a quick lightweight prizefight (Pryor-Arguayo). Vincent played strongly—but was a game-victim of the Philly surge. He lost the ball, but then stole it back. He was pressured and suddenly there was a speedy Sixer transition. Wood went in for a lay-in, but Vincent blocked that. Yet Charles Barkley (another young player who is providing continuity to the rivalry) flew in for a jam, and the raucous Spectrum fans danced. Minutes later, Danny Ainge replaced the rookie.

The game might provide an action photograph of Sam Vincent's eventful 1st season with the Celtics. The team prefers to bring their young players along slowly. K.C. Jones and his staff fear too much fire too soon potentially might damage a young player's confidence. But this season is different; there are four new players and a different starting team than the one which opened last season.

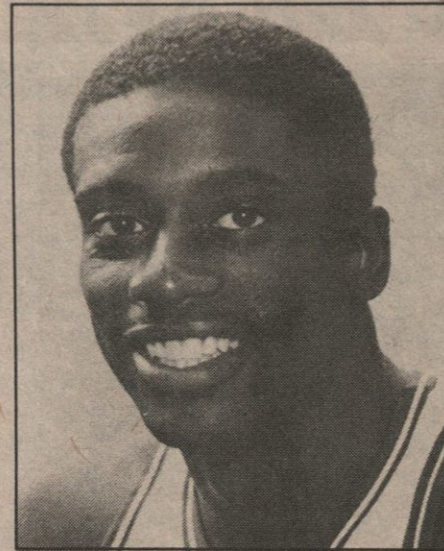
Because Bill Walton adds defense and rebounding coming off the bench, the team needs added offense from this area to compensate for Kevin McHale's points off the pine.

Opportunity therefore knocks for the confident rookie Vincent, whether or not he is experienced enough. The talents and willingness are assuredly there. But Vincent is learning on the job—against phenomenal basketball players.

Sam Vincent recorded his impressions for **Celtics Pride** as his first year approached mid-season.

December 19, Boston. We defeated Dallas last night and the game was meaningful for three reasons. First we won (137-117), a game we needed to play well in after we lost the previous night in Chicago. Second, I came in when we were leading 86-74, and I felt I played pretty well. The way I'm seeing it: at the time when we are in a slow spurt, I want to come in and produce an up-tempo game. I believe we played well last night.

I played against my brother, Jay, for the first time as a professional. We went out to the Scotch and Sirloin af-



Sam is looking for minutes.

ter the game, shared a meal, and patted each other on the back. We're in a similar situation: we both ideally would like to play more. But we realize we're fortunate to be playing in the NBA, and we toasted the holidays with this message clearly in mind.

December 20, Boston. We had planned to fly to Philadelphia tomorrow morning, but Ray Melchiorre changed that. Several inches of snow are predicted so we fly out tonight. I'm beginning to realize the fatigue from the travelling we constantly do. But I love the game.

I had some expectations coming into Boston as a 1st year player. Mostly I expected I would be playing more; at first I didn't, and I was somewhat confused. But late in November, I began playing more, after K.C. met with me in his office at Hellenic College.

He told me he recognized my talent and restlessness centered around not playing. He communicates, and it helps immeasurably.

I'm enjoying playing with the Celtics. Here, we try to play roles, even the superstars like DJ and Larry. My role is to come in and make things happen. On a team like this, everybody's a support player—even the greats.

From what I've observed, most teams have "super" players but most teams don't have the support players to get the maximum benefit from that player's talent. A team is personal thing among the people involved, it's playing strong fundamental ball, and it's understanding what you have to do each night to win.

December 21, Philadelphia. We lost tonight to the Sixers, 108-102; in five minutes, I had a couple of assists and a couple of blocks. The game was extremely fast and they seemed to become faster as the game went on and we felt the effects of having lost DJ (because he was ejected). I would have liked to play more

minutes, but it was a tough game all around.

December 23, Boston. K.C. met with the Green Team this morning during practice and said he was planning on establishing a consistent guard rotation. He wants to play the Green Team as a unit again; he didn't think it had been working during our winning streak earlier.

December 24, Boston. We had a light workout this morning and fly to New York this afternoon. Christmas Eve and Christmas Day in New York. I guess that's part of the job. My girl is coming into Boston from Detroit for Christmas. I'm looking forward to spending the holiday with her.

The Green Team simulated the New York offense and their half-court pressing defense. Stories in the Boston papers criticized our lack of intensity last week against the Bulls and the Sixers. I think this team takes every game seriously, however.

December 26, Boston. I played one-on-one with David Thirdkill this morning after practice, a practice which was quieter—more thoughtful, perhaps—than most. Yesterday we wasted a 25-point lead and precise concentrated play and let the Knicks beat us in 2-OT, 113-104. We waited around too much and they played well to win. We were angry about it an won't forget it. I played only two minutes. They were uneven-

December 29, Los Angeles. We arrived here this morning after snapping our two-game losing streak in last night, 110-108. K.C. definitely tried to include the bench more. I think we need to; the starters will be worn down when we meet L.A. in the finals.

We struggled against Utah, but I think there's always strain when you're trying to correct bad play. Slumps plague teams in college and the pros: you have to work and work. I want to say the difference between the college and the pro game is a team can afford to lose some games in the pros. But in our situation, we can't really afford to lose any.

But I don't really think we're in a slump. At times it might appear we are, when we lose fluidity, but I think we're playing OK.

Against the Jazz, I played in the first and second halves, trying to push it up, trying to keep us going. We executed real well in the first half but after the half, they seemed to adjust by sagging further inside. They let us make the first pass in our play, but then backed down into our post to cut off our attempts to swing the ball. We came through with a tough win, mostly behind the shooting of Danny Ainge.

While we're in L.A., I may give

Magic Johnson a call. We're friends since growing up together in East Lansing. But I'll be staying with the team after the game here—K.C. gave us a day-and-a-half off for New Year's.

I don't really have a New Year's resolution. I just hope I continue to play more, and more consistently. It's far simpler to prepare when you know you will get consistent time. You can play your game steadily, you can prepare with a relaxed mind when you know you will get the call at approximately the same time each game.

I've been playing with Jerry Sichting in our guard rotation. My penetration has opened up some things for his outside shooting. But I think there are problems when we're out there together. We're both small and this creates trouble defensively. I play with ideas: could Jerry and DJ play as a tandem? Then maybe Danny would replace DJ and I could pair with Danny. Or switch Jerry and myself: I would play some with Dennis, and Jerry could work with Ainge.

I don't know—I'm happy playing. That, I know.

January 1, Indianapolis. I stayed over in L.A. and went to a party at Magic Johnson's home in Bel Air. It was fun—laid back, peaceful. I spoke with Magic some—small talk mostly, about the summer, about Lansing. But I'm not thinking much about the summer, in January. I have an interest in acting and producing and there was some theater people at the party. But I'm pretty much thinking basketball right now. I'll plan to see more when we're back out in L.A. in February.

I felt pretty good about the game on Monday, an easy win over the Clippers. If I could only have gotten my outside shot to fall. I think it will come; the biggest thing about coming off the bench is consistency and conditioning. When the legs give out, you use too much arm. Then the shots are long.

The season's at half-year and I am really starting to see how different the pro game is from the college style. Especially for the point guard.

In college, we would run a play, and if nothing developed, we'd put up a shot. But here, plays are more complex and the options which develop, happen much quicker.

A point guard in the pros has to consider: what the defense is; how much time is on the clock; who's in the game on both teams; who's guarding who. Some players, like George Gervin, can just come in and use their talent. Most have to be aware of everything that's happening.

Magic and I didn't talk about basketball. But I think we'll be playing them later. We're friends off the court. But in the game, he's another Laker to me. And I'm a Celtic to him.



K.C. JONES — Off the Court: Low Key and On Key

By Tony Cooper

It was New Year's Eve, and the Celtics were in Indianapolis, with a game against Indiana Pacers a couple of days away. The previous night, the Celtics had beaten the Clippers in Los Angeles.

However, basketball and the NBA were the furthest things from Celtics Coach K.C. Jones on this night. He was atop the Hyatt Regency, before some 300 people.

And Jones wasn't talking about life with the Celtics or reminiscing about his days at USF, either. He was singing. This isn't unusual for Jones, who has been known to enter lounges at home or on the road and croon for a while. Sure, he's not the second coming of Nat King Cole, but Jones enjoys this diversion quite a bit.

"I like piano lounges and I like music," Jones says. "I also like to sing. I don't have a professional singing voice, but I can follow a tune."

"It's a release to go up there and sing, and have a band back you up. It's a great feeling of getting away. You have to have a way of getting away from the harsh duties of coaching."

Not surprisingly, Jones' forte is singing soft ballads—jazz standards such as *Misty* and *Georgia On My Mind*.

"People have been receptive when they hear me sing," Jones says. "They're surprised I can follow a tune. They're surprised a basketball coach can get up there and sing."

None of the Celtics players has ever checked out Jones in performance according to the coach. That's done by design.

"Players go their way and I go mine, and never the twain shall meet," Jones says. "That's the way it should be. The coach-player relationship is on the court and in practice. When that's over, they go their way and I go mine."

This view may seem unfeeling and callous, but those are two adjectives that couldn't be used to accurately describe Jones. To the degree that his predecessor, Bill Fitch, was a despot known for spewing forth regular diatribes at anyone and everyone, Jones is regarded as an understanding soul. And the Celtics players simply enjoy playing for him.

"Everyone just likes him," veteran frontcourter Kevin McHale says. "He's a friend of mine. It got to the point with Bill where things were much too intense, so much so that it was affecting our game. It's like a child—constant reprimanding doesn't help. After a while, it's no big deal. Bill



K.C., Ellen and Christopher at the Celtics Christmas Party.

yelled at us all the time, and we didn't listen."

"K.C. doesn't yell much. But when he does, heads turn, People listen." Says center Robert Parish: "K.C. is a player's coach and he's very open for suggestions. He will listen to what you have to say, and that's all that matters."

As Parish says, Jones is considered a player's coach. However, Jones doesn't take any stock in that label.

"I consider myself a coach," he says. "I don't have anything to do with being a player's coach or a coach's coach. I'm very good at what I do, as evidenced by my record, it's pretty good."

Indeed it is. Entering the 1985-86 season, Jones had five previous years of NBA coaching, three with the Bullets, two with Boston. During that span, he had compiled a gaudy 280-130 record, a .630 percentage, and had piloted an NBA championship team in '83-84. Only the Lakers' Pat Riley has a higher winning percentage among active coaches.

Jones didn't fare too badly as a

player, either. He averaged just 7.4 points a game during his nine-year career with the Celtics, but he was to backcourt defense what Bill Russell was to the frontcourt.

"K.C. Jones was the best defensive man in basketball," Russell recalls. "Over the years, I saw Case do superhuman things and make them look natural. He was a marvel."

"People have been receptive when they hear me sing. They're surprised I can follow a tune."

It was that defense which helped the Celts win eight NBA titles during Jones stay in Boston. He was also a part of the 1956 NCAA champion USF team (along with Russell), a club which won 60 straight games. Jones also played on the 1956 Olympic team.

In talking to Jones, It's obvious

the man is full of self-confidence. This isn't the braggadacious sort rather the quiet brand of cockiness that has to breed respect. And considering Jones' track record, he has every right to be confident.

"I have pretty good experience," Jones says. "My strong points as a coach are my expertise at the game and that I can communicate with players. I have a good idea of what the game is about."

"K.C. Jones the player was a quiet, fierce competitor and very determined. K.C. Jones the coach is quiet and egotistical, but you don't see it. I'm a schemer—I don't yell and scream at players. I know I can't live up to the media's image of what a coach should be."

Despite his record, the media has been unwilling to give Jones his proper due as one of the top bench bosses in the business. The consensus seems to be that, "My grandmother could wind up Bird, McHale, Parish, Johnson, Ainge and those guys and let 'em play."

"Credit is good to have and all that stuff," Jones says. "But when it

comes down to it, I don't care about credit. Credit doesn't mean anything. Owners, general managers, players—I'm responsible to them. Winning helps me keep my job. I throw credit out the window."

Another thing Jones tosses out the window: trying to keep 12 players contented.

"You can't," he says. "I don't. I don't know about other coaches and how they approach it. I say, 'This is what I want done.' As far as minutes and shots go, there's no way to keep everybody happy. I don't think about it."

Jones had plenty of time to mull over why it took him so long to get a second chance at head coaching in the NBA, after he was fired by the Bullets following the '75-76 season. He spent a year as an assistant at Milwaukee, then joined the Celtics as an aide in 1977-78.

It wasn't until 1983, when Fitch resigned from the Celtics, that Jones got another head job. For a while, it appeared as if he'd never be a head coach in the NBA again.

"That was depressing, seeing the record I had," says Jones of his days in-between head coaching slots. "With the record I have, not even getting an interview when a job came up, when other coaches could move from job to job. I went seven years with one interview."

Why was Jones eliminated from consideration?

"I know the reason why," he says firmly. "Blacks aren't considered good risks as head coaches—in any sport. I worried about that four years, with my coaching record, bringing a team to the finals my second year and not getting another shot. After four years, I said that it wasn't gonna happen. You are where you are."

It almost was Football

Sure, K.C. Jones had a tremendous impact on the NBA as a player. But did you know that he also had a shot at the NFL?

A San Francisco native, Jones was an All-Northern California wide receiver at Commerce High School. He was drafted by the Los Angeles Rams as a cornerback, and after a two-year hitch in the Army, he went to the Ram training camp.

However, Jones sustained an injury, which swayed him to basketball.

"I had a chance to be a starting cornerback with the Rams before I got hurt," Jones says. "But had I stayed with the Rams, the injury wouldn't have gotten better."

Then Jones opted for the Celtics. The rest, as they say, is history.

"They said I couldn't shoot and I was too short," Jones says. "I was in the right place at the right time. Had I been drafted by a different team, I never would have made it."



K.C. was very comfortable in the Lite Beer Commercials.

"At the time (as an assistant with Boston), I was putting food on the table, I had a nice job and I was in the game I love. There are a lot of prejudices out there, and I had to deal with them."

However, after Fitch quit, Jones didn't have to deal with the frustration of not running his own team. Red Auerbach named him Fitch's successor, and ironically, Jones didn't find out from Auerbach directly. Jones says he was glancing through a newspaper when he read he'd succeed Fitch as coach. He then called Auerbach, who verified the story.

"It felt good," Jones says about getting the job. "Here's a guy who is a legend in pro basketball and he had enough confidence in naming me coach. He could have had his pick of other coaches, but he picked me."

"And that the players wanted me to get the job felt good, too. That positiveness always helps the coach. We have worked out a system here."

For sure. But Jones doesn't want to do this for the rest of his life.

"I'd like to get out as soon as I can," Jones says. "I've done it all—I'm one of the most successful coaches ever. I'm 53, and I'd like to get away and have something to retire on. If not, I'll stay around another 10 years—if I'm not fired."

If Jones retires soon, what would he do with the spare time? "I'd like to play golf and tennis, and take my wife to nice places and far-away lands. Maybe take a part-time job somewhere."

And without question a few trips to a nearby piano lounge would also be on the itinerary.

SELF PORTRAIT



K.C. JONES

BIRTHDATE AND PLACE: May 25, 1932 in Taylor, Texas
OCCUPATION: Coach, the Boston Celtics
FAVORITE MOVIE CHARACTER: Charles Bronson in "Death Wish"
IF I WERE REINCARNATED, I'D BE: Vice-President George Bush
IF I COULD BUY ANY CAR, I'D BUY A: Cadillac
FAVORITE ANIMAL IN THE ZOO: Tiger
ENTREE I WOULD CHOOSE FOR MY LAST MEAL: Marinated grilled swordfish
FOUR GUESTS AT MY FANTASY DINNER PARTY: Bill Cosby, my wife, Red Auerbach, and William Buckley, Jr.
FAVORITE NBA CITY: Los Angeles
FAVORITE RESTAURANT: Tony Roma's and Legal Seafood (Cambridge)
FAVORITE COMEDIAN: Bill Cosby
IF I HAD TO CHOOSE ANOTHER PROFESSION, I'D BE A: Singer
HIGH SCHOOL NICKNAME: Case
FAVORITE DRINK: Beer
OLDEST PIECE OF CLOTHING: Overcoat
I'D SPEND MY LAST \$10 ON: Lottery tickets
FAVORITE ACTOR: James Stewart
I WISH I KNEW HOW TO: Sing



K.C. Jones' Proud Road of Success

By Bob Schron

Since K.C. Jones graduated from Commerce High School in San Francisco in 1951, he has accomplished every basketball goal possible.

Records have fallen, and team championships won. Following is a historical record of the achievements of the Celtics Coach.

1951. As senior captain of Commerce High School in San Francisco, Jones breaks the San Francisco AAA prep-league scoring record. Still, few recruiters showed interest, until Phil Woolpert, Coach of University of San Francisco, offered the 6-1 player a scholarship. One season later, Woolpert signed Bill Russell, McClymonds High School center.

1953. After one game of his sophomore season, Jones suffers a ruptured appendix and is forced to miss the entire season. PCAA votes to extend his eligibility through the 1955-56 season. But because he was a fifth year senior, he was ineligible for the 1955-56 NCAA tournament.

1954. University of San Francisco loses to UCLA and All-American Willie Naulls, 47-40. It was to be the last loss of Jones' and Russell's collegiate career.

1955. "The regional final against Oregon State was San Francisco's most difficult game in the two championship years. Swede Halbrook, 7 feet 3 inches, was expected to be a match for Russell, and he was helped out by a 6-foot 6-inch forward, Tony Vlastelica. The game stayed close right to the end.

"With 13 seconds left and San Francisco leading by 2 points, Jim O'Toole of Oregon State made a great defensive play during a timeout. Jones had broken from the huddle and gone back out on the floor before the timeout was over, but Woolpert called him back for a final word. O'Toole, who had shadowed Jones all night, jumped in front of him to block his move to the bench; Jones tried to go around him and O'Toole blocked him again; so Jones pushed him out of the way and was on his way to his coach when he saw the referee up in the air signaling a technical foul. Oregon State got the point and the ball at midcourt, trailing now by one. The ball was passed crosscourt and then down into the corner, the favorite spot for little Ron Robbins' two-hander. The ball hit the back of the rim, went straight up in the air, and came down into the hands of 7-foot 3-inch Halbrook and 6-foot Jones. Halbrook won the tap, but it was Hal Perry of San Francisco who grabbed the ball. Then it was a wild



K.C. receives his Championship Ring from Commissioner David Stern.

scene as Perry, scrambling to get the ball past the time line, was swarmed under by all the Beavers of Oregon State. But by the time they wrestled the ball away and went in for the lay-up that would have won the game, the final whistle had blown, virtually unheard in the melee, and the 57-56 San Francisco win remained."

From All the Moves: A History of College Basketball by Neil D. Issacs

1955. Before the Dons take on LaSalle College of Philadelphia and their All American, Tom Gola, Woolpert tells K.C. he's to play the 6-6 Forward-Guard of the Explorers. Jones told Issacs: "That just blew my whole dinner, when he told me that." Nevertheless, Jones shuts down Gola, and San Francisco wins the 1st of two straight titles, 77-63.

1956. San Francisco, behind Russell and Jones, achieve these wins: 67-51 over Tommy Heinsohn and Holy Cross in the Holiday Festival; 33-24 over Cal to break the record for winning streaks at the major college level (39). San Francisco's winning skein reaches 60, although seven were won after Jones' eligibility ends.

1956. Jones, with Russell, is named to the U.S. Olympic Team. The team sweeps through the tournament in Melbourne.

1958. Jones is drafted by the Celtics two seasons earlier, but tries out first for the Los Angeles Rams football team. Ram contemporaries: Billy Wade, Dick Bass, Del Shofner. The football career is shortlived and weeks later he is in the Celtics camp.

1958. Jones' specialty was defense, and this emphasis placed him in a precarious position when cut-down time came. But then-coach Red

Auerbach observed "funny things seemed to happen when I put K.C. into our scrimmages. He wasn't doing things I could put my finger on, but it looked like his side always improved when he was out there. If they were behind when he walked in, they were closer when I took him out. If they were ahead when he went in, they

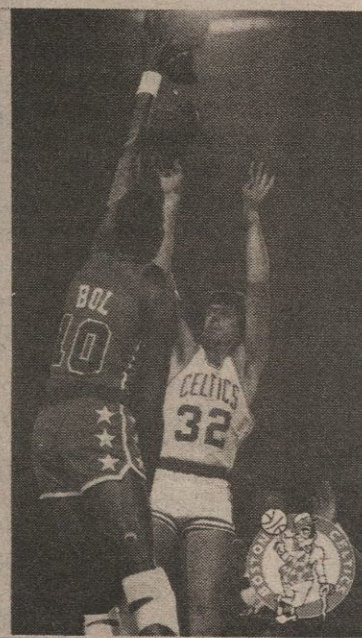
had increased their lead when he came out."

Jones earned a position on the team.

1959-63. Jones plays mostly a support role off the bench behind premier playmaker, Bob Cousy. As Cousy's time decreases, Jones' minutes increase proportionately.

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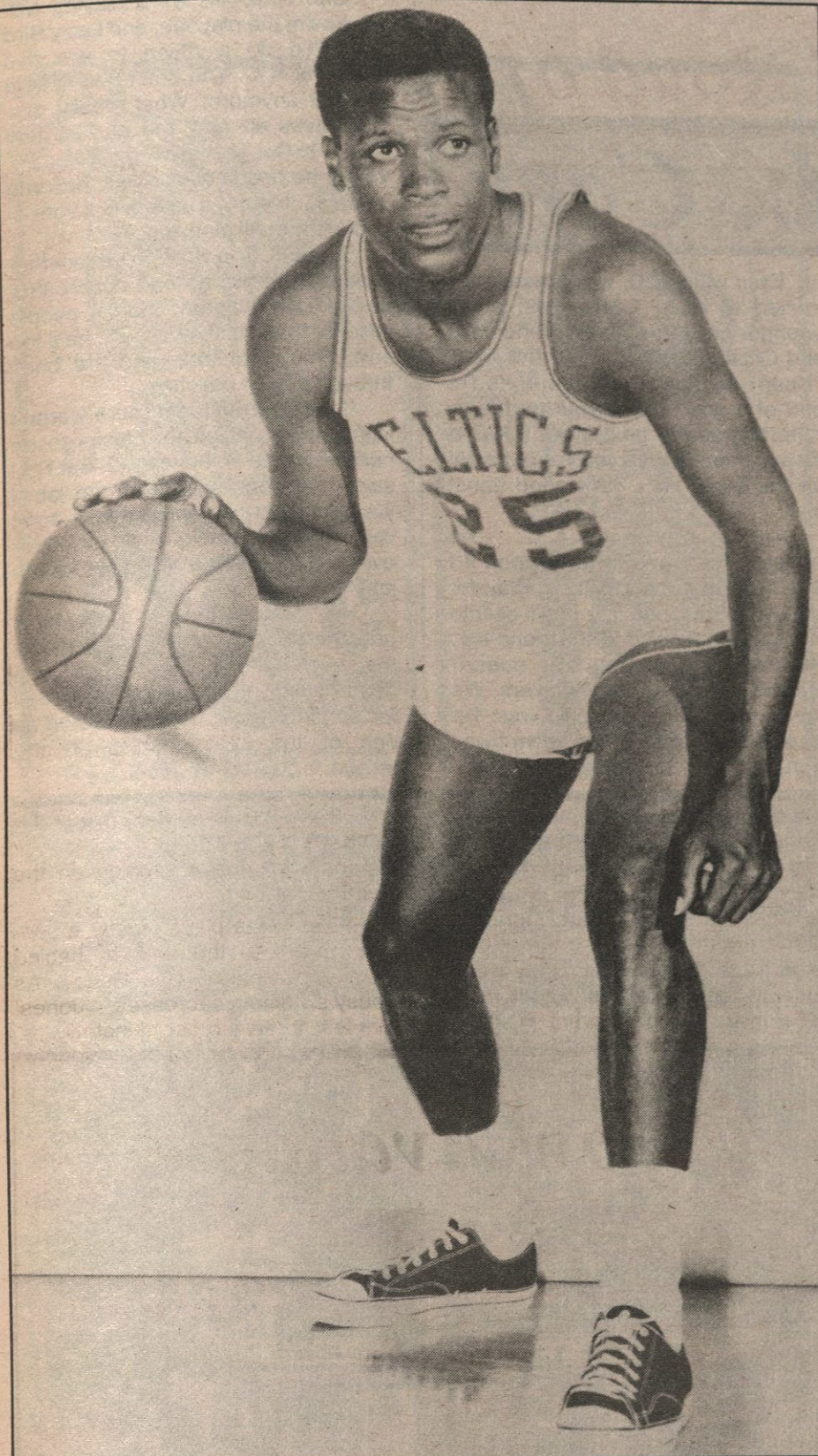


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K.C.'s career has had it all.

1964. As lead guard for the Celtics, Jones places 3rd in the league in assists. He's part of the first all black starting team in the history of sports when Tommy Heinsohn is injured during the season. K.C. joins Sam Jones, Tom Sanders, Naulls, and Russell on that team.

1967. K.C., Having postponed retirement a season to support new Player-Coach Russell, does retire. His playing career: Best Defensive Guard in the history of the game; longest (to that point) collegiate winning streak; 8 NBA championships. His number, "25", is retired in ceremonies at the Boston Garden, an emotional and memorable evening.

1968-71. Head coach of Brandeis

University in Waltham, Massachusetts.

1971-72. Jones moved into the professional coaching game, taking the assistant position with the Lakers and Bill Sharman. The Lakers combine fast breaking and defense to become arguably the best single-season NBA champion in the league's history. They win 33-straight enroute.

1973-74. Jones moves up to head coaching, with the San Diego Conquistadors of the American Basketball Association. The team is overmatched, with players like Art Becker, Don Sidle, ect. They nevertheless finish 30-54, and Jones moves up the head coaching ladder.

1973-76. K.C. Jones seemingly instantly was an experienced and

capable coach. In three seasons of joy and suffering as Washington Bullets Coach, Jones' team won 155 games (losing only 91); one Eastern Conference title and a Central Division victory. But his team of Wes Unseld-Elvin Hayes-Mike Riordan-Phil Chenier-Kevin Porter, lost the finals in 1975 to the Golden State Warriors.

An arena format forced the Bullets to play only the 1st game in Washington, forcing them to yield their earned home-court edge. The Warriors upset the Bullets in Game 1 in Washington, and swept the series. Despite another strong season in 1975-76, only an NBA championship would have saved Jones' position. He was fired by Abe Pollin after that season.

1977. Assistant Coach to Don Nelson of the Bucks.

1978-83. Assistant Coach of the Celtics--under Tom Sanders, Dave

Cowens, and Bill Fitch. As he had to wait patiently for a starting position as a player, Jones again had to wait to coach in the NBA. He ably assisted and scouted for Sanders and Cowens, withstood philosophical differences with Fitch. The Celtics again won, in 1980-81.

1983-84. Red Auerbach hired Jones to coach the Celtics after Fitch left to coach the Rockets. And for the first time in league history, a team won a title with a 1st year coach, and a 1st year owner. Jones restores fun to the game for the players, stresses defense on a team and individual basis, and redesigns the offense twice--early in the year and in February, to correct a potentially dangerous team slump.

1985. Jones coaches the Eastern Conference All-Star Team for the second consecutive season and the team returns to the finals, the third appearance for Jones as Coach.

K.C. Jones' Regular Season Record As An NBA Head Coach

OPPONENT	OVERALL	WITH BOSTON	WITH BULLETS	WITH BOSTON HOME	WITH BOSTON AWAY
Atlanta	26-9	12-1	14-8	6-1	6-0
Boston	8-7	0-0	8-7	0-0	0-0
Chicago	18-7	10-3	8-4	5-1	5-2
Cleveland	26-9	13-1	13-8	6-0	7-1
Dallas	5-0	5-0	0-0	3-0	2-0
Denver	3-1	3-1	0-0	2-0	1-1
Detroit	17-9	10-4	7-5	7-0	3-4
Golden State	11-5	4-0	7-5	2-0	2-0
Houston	16-9	3-1	13-8	2-0	1-1
Indiana	12-3	12-3	0-0	7-0	5-3
LA Clippers	12-8	4-1	8-7	2-0	2-1
LA Lakers	9-7	1-3	8-4	1-1	0-2
Milwaukee	15-10	8-5	7-5	5-2	3-3
New Jersey	10-4	10-4	0-0	4-2	6-2
New York	19-11	11-4	8-7	5-2	6-2
Philadelphia	17-13	7-8	10-5	5-2	2-6
Phoenix	14-3	5-0	9-3	3-0	2-0
Portland	11-6	3-2	8-4	2-1	1-1
Sacramento	14-3	5-0	9-3	3-0	2-0
San Antonio	4-0	4-0	0-0	2-0	2-0
Seattle	11-5	3-1	8-4	1-1	2-0
Utah	15-5	5-1	10-4	3-0	2-1
Washington	11-3	11-3	0-0	5-2	6-1
Totals:	304-137	149-46	155-91	81-15	68-31

PLAYOFF TOTALS

OPPONENT	SERIES	W-L	WITH CELTICS	WITH BULLETS	GAMES	W-L	HOME	AWAY
New York	2	1-1	1-0	0-1	14	7-7	6-1	1-6
Buffalo	1	1-0	0-0	1-0	6	4-2	3-1	1-2
Boston	1	1-0	0-0	1-0	6	4-2	3-0	1-2
Golden State	1	0-1	0-0	0-1	4	0-4	0-2	0-2
Cleveland	2	1-1	1-0	0-1	11	6-5	4-1	2-4
Detroit	1	1-0	1-0	0-0	6	4-2	3-0	1-2
Philadelphia	1	1-0	1-0	0-0	5	4-1	3-0	1-1
LA Lakers	2	1-1	1-1	0-0	13	6-7	4-3	2-4
Milwaukee	1	1-0	1-0	0-0	5	4-1	3-0	1-1
Washington	1	1-0	1-0	0-0	4	3-1	2-0	1-1

BOSTON CELTICS PRIDE



M. L. Carr

On K.C. Jones...

I like K.C.'s style. When you look at him from a distance, you'd say he's an easy-going guy. But that's not the case—he's pure competitor. He just doesn't show his emotions most of the time. K.C. has a burning desire to win.

His track record speaks for itself. He's one of the winningest coaches in the history of the NBA. As a player, he was unparalleled. He was a very dominant player for his size. K.C. was a winner.

As a coach, he's always calculating. He got a lot of that from Red Auerbach—trying to be a step ahead, but never showing his hand. You never know where K.C. is coming from. I like that.

No other coach in the league has a better rapport with his players. If you interviewed the guys he coached with the Celtics or the Washington Bullets, you'd get the same things said about him. K.C. is plenty tough on players, but he believes in the players on the floor and the players on the club. His thing has always been for players to police themselves off the court.

But if you're not doing it, and acting in a manner that's not in the best interest of the team, K.C. will confront you. He always allows the players to have input. That's why guys are willing to go through a wall for him.

People think athletes have to be motivated by fear or oppression. K.C. is refreshing—his approach is different. But he can get like that sometimes. He can forget his watch at practice. The old boy can be like that!

Some people might think coaching a team as talented as the Celtics would be easy, that anybody could do it. That's not true. Having talent all the time won't win games. You can have the best soldiers, but if there's no one to lead them, you'll lose the war. The more talented teams are sometimes the hardest to coach. Everybody thinks he should be the



K.C. Makes it fun.

top guy or playing more. K.C. has to deal with that.

K.C. could've done it like Red used to, and tell the team, "There's only one star on this team—me." That might not work anymore. K.C. tells them we all know we're a great team. Let's understand that Larry Bird is our top player, and get him to accept that responsibility. The roles are well defined on the team.

The ball is in Dennis Johnson's hands when the game is on the line, since no one in the league can press him. Those things are spelled out—no one has to think about it. Everybody is part of a supporting cast.

We all benefit when the team wins. No one benefits when the team loses.

Even when K.C. was an assistant, I used to listen to him talk to the younger guys like Gerald Henderson and Charles Bradley. He'd tell them, "Keep up, don't get down. You're part of a great team, your part is as important as the next guy's." K.C.'s always there to give you the extra pat on the back. He's very good about that.

It's fun playing for K.C. -- he makes it fun. I would've felt bad if I didn't get the opportunity to play for him. K.C. is a loose guy-- he'll go into the lounge and sing at the piano bar. He remains a person and doesn't alienate himself from the players. We knew where the leadership was. He could also be part of the team away from the court. Guys appreciated that.

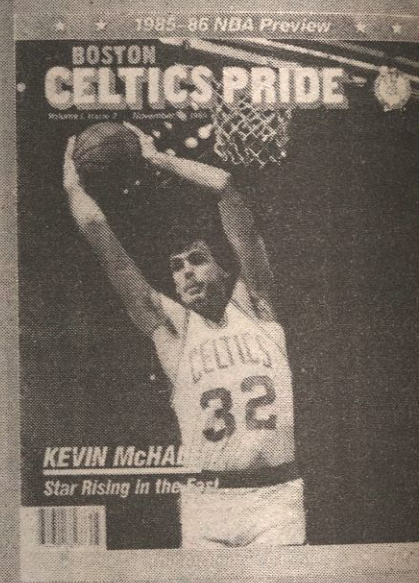
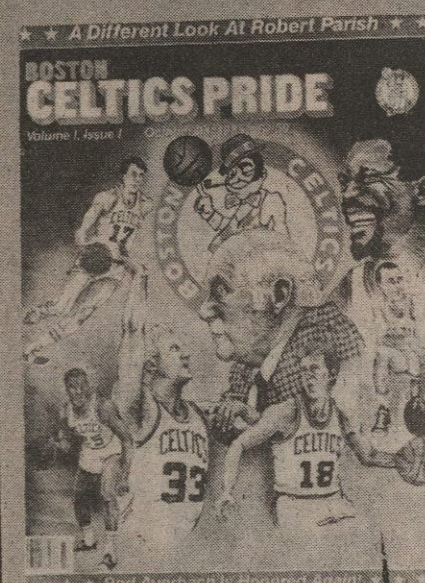
One time, we were playing Milwaukee in the playoffs, and Larry Bird said, "I'd do anything to win this series for K.C. You don't hear that in pro ball anymore. What a rally cry. That sums up how the players feel about K.C. The players like him. When the head coaching job became available, the guys gave him a vote of confidence. All of us did."

It took K.C. a while to get another chance at being a head coach after he left Washington. Some people misconstrue his style, saying he's too soft. That's not true, and I've been through a lot of coaches.

It was also thought there weren't many opportunities for blacks to be head coaches in the league. But Red said, "I'm gonna give you the job if you can help us win games. I don't care if you're black, white or whatever." K.C. was the best man for the job.

He knows what the guys have been through. I found it interesting that even with K.C.'s record as a head coach, he had to pay his dues for so long. Now, he's respected as one of the best coaches in the league.

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Knee Injuries Plague NBA Stars

By Bob Schron

Bernard King, 6-7 All-Star Forward of the New York Knicks, emerged from several months of isolation from New York media December 16th to announce his rehabilitation for his knee injury was progressing on schedule. The schedule had been nine months, and still counting.

"I can't possibly speculate as to when I'll return. I've had a very serious injury. I want to play but I have a long way to go. I'm hoping it can be this year but it's too early to tell. To come back too early would defeat all the work and progress I've made." King declared at the New York press conference.

King's injury represents an area where basketball players seemingly are highly vulnerable. According to Joe O'Toole, Trainer of the Atlanta Hawks and Immediate Past Chairman of the National Basketball Trainers Association, there were 164 reported knee injuries in 1982-83, the last season which is on computer file. This represents 19% of the injuries reported, more than any other type of injury.

Dr. Robert Leach, Orthopedic Surgeon at University Hospital in Boston, and consultant to the Celtics, thought that a reason why NBA players are vulnerable is that they are world-class athletes moving at high speed.

"If you or I were playing, we'd be like cars traveling at 5 Miles Per Hour. NBA players are like vehicles moving at 100 MPH. The potential is there, and that plus they have likely dissipated energy because of fatigue.

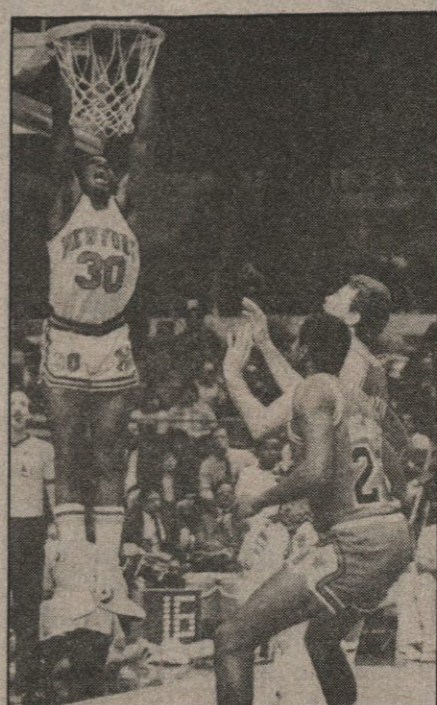
"The sport is extremely demanding. It requires constant pivoting. There are quick changes in direction. The sport requires tremendous agility."

King's injury was to the anterior cruciate ligament, a torn ligament of which there are two that cross in the middle of the knee joint. Without the full support of this tough, fibrous tissue, players' injured knees provide their downfall.

Players like Pete Maravich, Elgin Baylor, and Willis Reed were never the same performers after they suffered knee injuries. Toby Knight, a scoring small forward for New York, never returned after injuring his knee in Maine against the Celtics.

The position of the knee makes it a vulnerable area for injury according to Dr. Jeff Metzmaker, an Orthopedic Surgeon at Worcester City Hospital. Because the knee is structured between two large bones (the femur-above, and the femur-below) and because there is a significant amount of force when a player bends to jump, for example, the knee may be a target.

"I believe it's useful to think of the



King: Could have ended career.

problem as mechanical. The injured knee suffers from the amount of force placed upon it. A player stresses the knee by placing weight on it over the distance of the two long bones (which the knee connects).

"The strain is increased then by the velocity change on the knee joint. When a player accelerates (to jump) or decelerates, the muscles need to contract. These factors together, at high speeds generate forces more than five times the player's body weight."

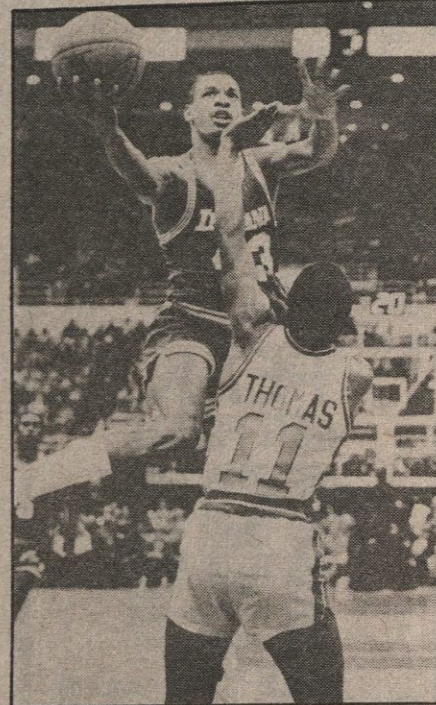
Anatomically, the ligaments provide stability for the knee joint. Cartilage is connective tissue which wraps around the knee to ensure equal distribution of weight. Small tears are reasonably easy to correct but larger tears cause too much weight to bear down on the joint.

Why are basketball players vulnerable? The nature of the game, as Dr. Leach contends. But there are the problems coming back, which have improved some, because the rehabilitation techniques are sophisticated. "But in a sport which stresses quick moves and constant jumping, the full recovery is unlikely. If King comes back all the way, I'll have the greatest admiration for him.

Like Dr. Leach, Dr. Metzmaker pointed out that NBA players suffer a great number of knee injuries because they are exposed to the possibility of being injured. "Particularly when the player is younger, the possibility is high. But once a player has reached the age of 30, I believe that the possibility of injuring a knee for the first time decreases.

"The stresses of years on a playground probably build the joint's strength.

"But the nature of the sport exposes the knee to continual stress.



Kellogg: All-Injury Starter.

And if a player's been hurt before, they are that much more susceptible."

Both take the paradoxical view that they are surprised the players are not injured more often. "It is easy to come down wrong," claims Dr. Metzmaker. "Bernard King suffered a possible career-ending injury by landing on his leg a little differently. Instead of coming down on his heel, then running on the opposite foot."

"I'm amazed they are able to save themselves as often as they do," claims Dr. Leach.

ALL-INJURY TEAM

The 1985-86 season had just begun, when two of the best players in basketball, had suffered serious injuries.

Exit Michael Jordan and Andrew Toney. Exit fast starts by their teams, the Chicago Bulls and the Philadelphia 76ers. In the high-speed world of NBA basketball, players risk injury in competition with comparably superior athletes. The game is demanding, physically and psychologically. The season and training period are long and fatiguing.

Following is a mid season All-Injury Team. Included on the team are players who have suffered physical injuries, and those who are inactive because of drug-abuse, which is a problem publicly acknowledged in the NBA Players Association Agreement with the league. Because it has been agreed upon contractually, Micheal Ray Richardson and Walter Davis are included.

The "Team's" best statistics are numbers by subtraction. One must subtract these men's scoring, rebounding, and assist records from

"This is because, I think, due to their superior proprioception--the ability to be aware of the body in space. Somehow they have an instinctive power to judge their position in air, and act accordingly. Instantly."

Bernard King's rehabilitation has consisted of at least four hours a day, of swimming, weight-lifting, riding a stationary bicycle, swimming, and specially designed exercises on the basketball court. He vows to return.

The circumstances surrounding Cedric Maxwell's knee injury are uneasy in Boston but are useful for understanding. Before his arthroscopic surgery (an investigative surgical technique), Maxwell played worriedly. During his rehabilitation period during the season, he was slow. When he return to game action, he had lost conditioning. And confidence.

Dania Sweitzer, an athletic trainer who has consulted with the Knicks (as did Dr. Leach) and has worked with King during the player's rehab, commented that the player was not ready to play because he still lacked "strength, endurance, timing, and power, the ability to move at the drop of a dime."

"If players had suffered even cartilage damage fifteen years ago, they would not come back," states Dr. Leach. "Now there is hope.

But after the serious knee injury, players have a long, difficult ground to regain in the competitive race which is professional basketball.

their team's. Obviously, wins are subtracted, too.

The Team

GUARDS

Andrew Toney, Philadelphia (Foot and Knee operation)
Michael Jordan, Chicago (Stress Fracture-Foot)
Frank Johnson, Washington (Stress Fracture-Foot)
Derek Smith, Clippers (Knee Injury)
Micheal Ray Richardson, New Jersey (Cocaine addiction)

FORWARDS

Clark Kellogg, Indiana (Knee injury)
Tom Chambers, Seattle (Knee Injury)
Walter Davis, Phoenix (Substance abuse)
Bernard King, New York (Knee Injury)

CENTERS

Jeff Ruland, Washington (Fractured Ankle)
Bill Cartwright, New York (Stress Fracture-Foot)

By Bob Schron

Six seasons ago, last season's NBA leading scorer, Bernard King, could have been had for the asking. The hardship entry to the league from the University of Tennessee in 1977-78 had suffered through several stages of what was finally diagnosed as alcoholism. He had at first entertained the press with long post-game interviews (Bob Ryan coined them "lectures"). This exuberance was at first regarded as a carryover from his obvious love for the game.

But as time passed, and the player's off-court actions began interfering with his game, league-wide opinion changed. King actually wan-

Transformations

One of Red Auerbach's pet theories when scouting frontcourt players: If the player is able to dominate the inside physically, he is a draftable player.

Hence his preference for strong types like, John Mahnken, Bob Brannum, Jim Loscutt, and Wayne Embury. Yet, when Auerbach obtained similar strong man Paul Silas in the 1972 compensation trade for the draft rights to Charley Scott, the game had begun entering a new period. More and more, increased speed and agility were needed, from all players. Enter Weight Watchers.

With the help of his wife, Silas dropped 25 pounds. He became one of the best (3 NBA championships) power forwards in the game.

Others whose careers changed, or have changed because of diet: **Neal Walk**: As a top scoring young player with the Phoenix Suns, Walk turned to strict vegetarianism, and never regained his competitive edge in the pivot. **Walt Frazier**. The perennial All-Pro of the Knicks began feeling the effects of advancing age. He too turned to predominant vegetarianism; rather than loss of aggressiveness (although Bill Fitch, his coach in Cleveland, felt that might have affected Frazier's play), Frazier's difficulties were injury-related. He retired in 1978.

Ronnie Williams. The Celtics' draft choice in 1983 never quite made the grade at the NBA level. He simply was not able to reduce his weight enough to compensate for a lack of height at Power Forward.

Yet **Charles "Tub" Barkley** has relinquished that surname. Formerly a graceful roundish mound of the rebound, Barkley is lean and fiery, a basketball fury. He is a potential star, if he is now able to manage his emotions, the way he has corralled his weight.

Diet and Nutrition Beliefs and Changes

dered around Salt Lake City for nine games in 1979-80, before giving up a season for substance treatment.

From 1980-81 forward, Bernard King has been a model athlete, although he is injured presently and although he adamantly refused to discuss his past alcoholism, Bernard King has obviously altered his life course.

Experts contend that nutrition plays a major role in curing substance abuse. In professional basketball, the days are long passed when a player could come into training camp and play himself into condition. Year-round training, rather, has replaced the "good life" for most pro players. Discipline and self-awareness characterize the diets of NBA players.

Nate Archibald conducted several clinics during his tenure as point guard with the Celtics. A primary topic: wise and balanced diet. Bill Walton remained a practicing vegetarian for several seasons before giving this up recently, according to Don Lessem in The Boston Globe Magazine. Dave Cowens zealously pursued a fish/vegetables fare, adamantly watchful of processed foods and sugar. Deborah Cowens, whose husband is Dave, is a Nurse Practitioner with a special emphasis on athletic training. "A balance is vital and when it's lacking is when one's energy level is low. Diet is crucial."

Yet there are different attitudes concerning diets, especially when all of the major sports are considered. Wade Boggs is a world class baseball slugger, likely one of the best of all time. His diet: chicken every day. The secret to success for him apparently is his absolute belief in it. In pro football, many of the players are devout meat-eaters and the culinary habits of William "The Refrigerator" Perry, Defensive Lineman of the Chicago Bears, are a promoter's dream.

Cedric Maxwell loved to dine at McDonald's. He was simply indifferent to food when he was playing basketball. K.C. Jones has used his love for Barbecued Ribs as a path into restaurant management first at Tony Roma's in Framingham, a town adjoining Boston. Red Auerbach's love for Chinese food is legendary. Celtics rookie Sam Vincent, asked about diet, replied he gave no thought to diet at all.

"Just eat," Vincent commented.

Kareem Abdul-Jabbar is watchful of his diet and he has continued to play at a very high level since 1969. His teammate, Maurice Lucas was for many years a practicing vegetarian. Yet there is no dietary key for staying hungry, even at the superstar level. Larry Bird eats "normally" and this

type of balance has kept him motivated, at that special "very high" level.

Whether there is a particular attentiveness to diet at a scientific level--like Cowens' approach, which was intent on making sure the body had the ability to store energy as glycogen which was released over long periods of athletic competition--or as simple fitness, the intent is singular. Remain fit enough to stay up with your rivals.

Archibald never drank; when he

enjoyed a dessert, he drank a large glass of milk with it. And when each season ended, he went back to New York and ran several miles the next day. But even his hour glass went empty: a severe leg injury prevented his return to Milwaukee in 1983-84.

"I keep playing because I enjoy the work, the game, and the fun," commented Abdul-Jabbar at the Championship Finals last season. Diet, partially, plays a role in sustaining the mental strength to endure the rigors of the athletic regimen.



Jamie Carr, CF patient assists DJ in signing autographs.

"Rebound"...Cystic Fibrosis Foundation

This season, not only are Dennis Johnson and Danny Ainge bringing the ball "up court" for the Boston Celtics, but also for children afflicted with cystic fibrosis. CF, as it is most commonly called, is the leading genetic killer of children in the United States today. This year, the Boston Celtics, led by Dennis Johnson and Danny Ainge, are waging a battle against CF through a unique and exclusive program -- The 65 Roses Sports Club.

The 65 Roses Club is one of a kind concept which offers professional and social opportunities for companies, corporations, as well as individuals. The program affords its members the opportunity to entertain clients, establish new contacts and provide company incentives. Further, through generating substantial funds for CF, it offers youngsters with this disease a chance for a fulfilled and healthy life.

Benefits of the club include four tickets to each of five Celtics games, as well as pre-game dinner receptions at the exclusive sports memorabilia club - the Boston Garden's "Blades & Boards". Dennis and Danny, along with noted Celtics players, attend each function, and together with members, align forces against CF.

Season membership begins at \$1500 and is pro-rated according to the number of games remaining in the

program. Currently, two games remain: February 26th vs. San Antonio Spurs and April 2nd vs. Detroit Pistons. A membership roster is still open and all contributions are tax deductible.

Across the country, 25 major league baseball teams, along with 14 NFL football and 11 NBA basketball teams represent the 65 Roses Sports Club.

Cystic fibrosis attacks the lung and digestive systems of one in every 1600 Americans. It has no cure, nor long term control and carriers of the defective gene that causes CF (1/20) can not, as yet, be identified until they have a CF child.

The term "sixty five roses" is a symbolic tribute to those who struggle with this disease. It is an expression derived from a young child's mis-pronunciation of CF. Instead of "cystic fibrosis", he said he had "sixty five roses" and thus the term was born.

The 65 Roses Sports Club is a collective tribute to those with CF. With continued support, 1986 will not only be another championship season for the acclaimed Boston Celtics, but also for contributors of this program, and most importantly, the youngsters afflicted with cystic fibrosis.

For further information on the Club, inquiries are welcome at the Cystic Fibrosis Foundation 1-800-362-4440.



K.C. JONES

Celtics Confidential

By Bob Schron

Howard Cosell concluded his truth-seeking and ego-laden career at ABC Sports in mid-December. Respect him or abhor him, Cosell did pursue meaningful issues at the highest power centers of sport.

It is noteworthy that he closed his career at ABC with an extended film clip featuring several scenes from the history of the Celtics. Set to music, Cousy, Russell, Auerbach, and Sanders were viewed winning championships in Boston, St. Louis, and Philadelphia.

Jo Jo White recalled on two occasions, once in 1981 and again in 1985 during Red Auerbach Weekend, that the cornerstone of the Celtics was Red Auerbach's fairness in dealing with his players.

The Celtics, like sports, are not perfect. But they work hard, stress productivity, and their esthetic accomplishments adorn the Boston Garden rafters: 15 Green and White NBA Championship banners.

Red Auerbach was the subject of the *Boston Globe's* "Business Extra" feature, December 17. In the story written by Charles Stein of the *Globe Staff*, six business maxims of Auerbach were noted: 1-"Loyalty is a two-way street". A lot of managers demand loyalty, but are they prepared to give it? asked Red. 2-

"The team always comes first". Celtics players always are willing to play roles. Auerbach insists he does not want to hear about individual statistics when it comes time to talk contract. The only thing that matters is contribution toward a winning effort. 3-"Make Plans." "Red is always thinking two of three years ahead," claims Agent Bob Woolf. 4-"The world changes--so should you."

Auerbach has a theory in basketball, a generation lasts six years. 5-"Trust the people who work for you." "Red is comfortable enough with his own skill to let people who work for him exercise responsibility," says Celtics GM Jan Volz. 6-"Keep it simple." For more than 30 years the C's have played essentially the same game: hard pressing defense coupled with a fast-breaking offense.

K.C. Jones told Johnny Most **Rick Carlisle** and **Sam Vincent** are two players who have the same problem--reluctance to shoot. But they have different things to work on to correct their fault. For Carlisle: "He must work to get into better position to take more shots." For Vincent: "A matter of the rookie gaining more confidence."

Reading fare for **Bill Walton** during the past month has been Irving Stone. Stone's *Depths of Glory...* Celtics players and their families



Bill Walton: To be featured in *Boston Magazine*.

celebrated Christmas at the team's Christmas Party, December 20th. The team was required to be in New York Christmas Eve for the game against the Knicks Christmas afternoon.

Jimmy Rodgers acknowledged the team's December slump, pointing out "Our fast start is something we need to duplicate over the next part of the season."

"Teams throughout the league generally become stronger in the next thirty games or so. Players become familiar with teammates and their moves. Coaches learn their personnel better. Teams which will contend develop winning patterns. Duplicating a 23-7 record is harder."

At the end of December, emerging star **Danny Ainge** led NBA guards in Field Goal Percentage... **Kevin McHale**, speaking of Ainge, two seasons ago as Danny struggled heart-wrenchingly with his confidence, stated, "Danny has to come down the floor and fire away. Don't think about missing. Don't think about being pulled from the game by K.C. just shoot."

McHale described an image then, which is a reality now...Former Celtics 1st round draft choice **Freeman Williams** emerged from the Tampa Bay Thrillers of the CBA to the Washington Bullets over the holiday.

Ainge left Boston a night early before the team played the Jazz in Salt Lake City, where Ainge played his collegiate ball at Brigham Young. The Ainge family is likely moving to Wellesley in the spring.

Rolando Blackman, Mavericks' All-Star guard and a player K.C. Jones rates among the best guards in the league, said that Dallas's talent comes close to Boston's, but the dif-

ference is "We don't have the confidence from within to go over the top and be a winner."

"We also need another top scorer we can go to when the game's on the line. At this point, it's still Mark Aguirre and myself."

When told of Jones' opinion of his play, Blackman smiled appreciatively. The Mavs had just been defeated, and Blackman commented, "Telling me that just made my day." Blackman's respect for Jones is similarly high...

David Thirkill and **Vincent** engaged in full-court one-on-one games during practice to maintain conditioning when playing time was short...As did **Scott Wedman** and **Carlisle**. From Wedman: "The important thing about coming off the bench is to be productive. Scoring's important--but so is smart play, hustle, and playing good defense. You have to shrug off bad outings and go in and play harder..."

According to **Don Chaney**, Coach of the Los Angeles Clippers, **Cedric Maxwell's** play remains at a

Celtics Lists

Glenn Ordway, Sports Director of WRKO and color commentator of Celtics games, lists the radio announcers who were influential on him when he was developing his style:

- 1--Spike Brown, Boston
- 2--Johnny Most, Celtics
- 3--Curt Gowdy, Boston sports
- 4--Ned Martin, Red Sox
- 5--Jack Buck, St. Louis Cardinals and national sports
- 6--Chuck Thompson, Baltimore Orioles

high level "but he doesn't get the calls on fouls the way he used to when he was with Boston. Max's defense, leadership, and rebounding have been outstanding for us," claimed the youthful mentor to Glenn Ordway before the Celts pasted the Clippers, 125-103, December 30...

Former Teammate Bill Russell and Chaney had lunch together in L.A. and what resulted from the meeting was Russell's agreeing to work with the Clippers' 21-year old center, Benoit Benjamin. Chaney himself was a similarly rough big-guard from University of Houston in 1968 when Russell coached the Celts. Russell and Tommy Heinsohn were instrumental in transforming the youthful Chaney into a polished pro...

Kevin McHale was fined for not arriving as scheduled during the Christmas holiday in New York...Robert Parish and the team have begun exploratory discussions concerning a new contract. Parish's contract runs out at the end of the season...**Jan Volk**, Celtics GM, stated that "although we do periodically explore available talent", there are no plans by the team to seek additional help for the bench.

Sarah Twiss and **Jeff Twiss**, Celtics Public Relations Director, are expecting their first child in May...**Larry Bird** had a post New Year's performance in his home state, Indiana, when the team played the Pacers at Market Square Arena, January 2...**Johnny Most's** son, James Most, is taking a degree at Indiana State, Bird's alma mater...

The All-Star balloting, which finds a starting lineup of Isiah Thomas and the injured Michael Jordan at Guard, Moses Malone at Center, and Kelly Tripucka and Bird at Forwards, has evoked Coach K.C. Jones' annual wrath. The Celtics mentor alluded to ballot stuffing by other cities.

Source of Jones' anger: the omission of McHale.

The *Boston Globe Magazine* featured **Bill Walton** in December. *Boston Magazine* is planning a similar story in the winter...Former Celtics **Carlos Clark** was traded to Tampa by the Bay State Bombardiers in the Continental Basketball Association.

Guest of **Red Auerbach**, December 18th against the Dallas Mavericks was author **George Plimpton**.

Dave Cowens, a head of the New England Museum of Sports, was planning a mid-January fete to support the museum.

Jay Vincent, Maverick Forward, says of brother **Sam Vincent**, C's rookie "I feel he'll make a definite impact, but the NBA is very tough. His biggest task is to hang in there. His confidence will tell--and show--in time."

December 17, at Chicago Chicago 116, Celtics 108

Bulls forward **Orlando Woolridge** is one of the emerging stars in the NBA. And he proved it on this night, scoring a game-high 37 points, 16 of which came during a second-half spree when he made eight straight shots from the field. Woolridge also did a good defensive job on Larry Bird, limiting him to just 12 points.

"Against all the great ballclubs--and the Celtics are certainly one of them--you can't come down the floor and miss baskets," Woolridge said. "That's what we did Sunday night. Tonight we were determined not to make the same mistake."

Woolridge was referring to a game at Boston Garden where the Bulls led, 103-94, with less than five minutes to play, only to lose to the Celtics.

Dennis Johnson was Boston's top point-getter with 24 points, and **Kevin McHale** added 24. **Robert Parish** had 22 points and 17 rebounds.

December 18, at Boston Celtics 137, Dallas 117

The Celtics raced out to a 37-25 lead after the first 12 minutes and

Bulls 116, Celtics 108									
BOSTON					CHICAGO				
	G	FT	T		G	FT	T		
McHale	9-19	6-24	Wrdg	17-27	3-37				
Bird	6-17	2-12	Green	5-10	5-15				
Parish	10-22	2-22	Oldm	2-4	4-8				
Johnson	10-23	4-25	Macy	1-4	0-2				
Ainge	6-11	0-17	Garvin	6-14	7-19				
Walton	2-4	1-5	Dalry	5-12	3-13				
Wdnn	1-1	0-3	Czime	4-10	0-8				
Schng	0-0	0-0	Banks	2-2	0-4				
Cerisle	0-0	0-0	Paxon	3-4	0-6				
Thrdkl	0-1	0-0	Oakley	2-2	0-4				
Total	45-98	15-108	Total	47-99	22-116				
Boston.....	28	28	28	28	108				
Chicago.....	20	20	20	20	116				

Three-point goals--Johnson, Ainge, Wedman. Fouled out--Ainge. Rebounds--Boston 57 (Parish 15), Chicago 55 (Oldham 21). Assists--Boston 31 (Johnson 8), Chicago 27 (Woolridge and Macy 7). Total fouls--Boston 18, Chicago 20. Att--13,786.

Celtics 137, Mavericks 117									
DALLAS					BOSTON				
	G	FT	T		G	FT	T		
Aguirre	5-14	2-12	McHale	13-17	2-28				
Perkins	7-16	3-17	Bird	14-27	5-35				
Undisn	2-3	1-5	Parish	5-6	2-12				
BDavis	6-7	0-12	DJnsn	7-18	4-18				
Bikmn	9-20	3-21	Ainge	9-13	0-20				
Harper	5-12	0-11	Walton	4-5	0-8				
Shrmp	9-15	0-20	Wdnn	1-7	0-2				
Blab	2-3	1-5	Schng	2-4	0-4				
JVncnt	5-8	4-14	Carlisle	0-0	0-0				
Ellis	0-1	0-0	SVnnt	3-6	1-7				
Wnnnt	0-1	0-0	Kite	1-1	0-2				
			Thrdkl	0-0	1-1				
Total	50-100	14-117	Total	59-104	15-137				
Dallas.....	25	23	34	35	117				
Boston.....	37	24	32	44	137				

Three-point goals--Schrempp 2, Bird 2, Ainge 2, Harper. Fouled out--None. Rebounds--Dallas 47 (Perkins 9), Boston 53 (McHale 10). Assists--Dallas 26 (Harper 9), Boston 46 (Ainge 13). Total fouls--Dallas 14,

GAME BY GAME - REVIEW



Bird: 35 big ones in Big D.

coasted to an easy victory over the Mavericks. Larry Bird paced Boston with 35 points and Kevin McHale chipped in with 28. Danny Ainge played brilliantly, scoring 20 points and handing out 13 assists.

Rolando Blackman was Dallas' top man with 21 points. **Detlef Schrempp** came off the bench to score 20.

December 21, at Philadelphia Philadelphia 108, Celtics 102

A combination of tough Sixer defense and cold Celtics shooting in the fourth quarter gave Philadelphia the victory.

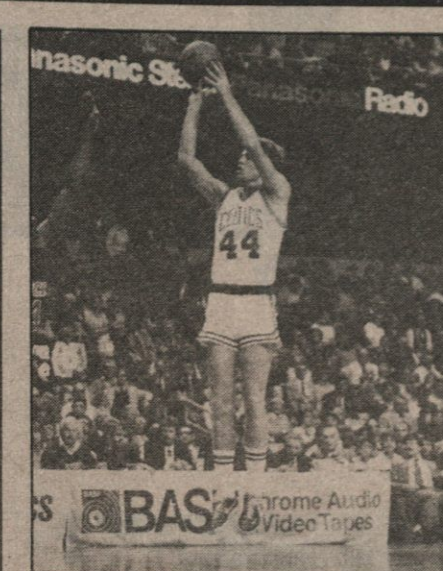
The 76ers were trailing, 84-83, entering the final quarter, but scored the first eight points of the quarter. Meanwhile, the Celtics missed nine straight shots, Boston could manage a poultry 18 points in the last stanza.

Philly was led by guard **Maurice Cheeks**, who had 26 points and 14 assists, playing all 48 minutes. **Moses Malone** scored 24 points and beefy forward **Charles Barkley** had 18 points and 12 rebounds.

Kevin McHale's 34 points and 10 rebounds topped the Celtics.

76ers 108, Celtics 102									
BOSTON					PHILADELPHIA				
	G	FT	T		G	FT	T		
McHale	11-21	12-34	Jones	4-8	1-9				
Bird	14-30	1-29	Barkley	6-14	6-18				
Parish	6-10	0-12	Malne	9-20	6-24				
DJnsn	2-5	0-4	Erving	5-14	4-14				
Ainge	4-6	2-11	Cheks	11-19	4-26				
Waltn	2-4	2-6	Wood	5-10	0-11				
Schng	3-6	0-6	CJnsn	3-3	0-6				
Vncnt	0-1	0-0	Moss	0-2	0-0				
Cerisle	0-1	0-0							
Wdnn	0-1	0-0							
Total	42-85	17-102	Total	43-90	21-108				
Boston.....	31	23	30	18	102				
Philadelphia...	30	25	28	25	108				

Three-point goals--Ainge, Wood. Fouled out--None. Rebounds--Boston 36 (McHale 10), Philadelphia 51 (Barkley 12). Assists--Boston 31 (Ainge 9), Philadelphia 26 (Cheeks 14). Total fouls--Boston 20, Philadelphia 19. Technical fouls--D. Johnson 2 (ejected). Att--17,941.



Ainge: At home in Utah.

December 25, at New York New York 113, Celtics 104

This wasn't exactly what the Celts wanted Santa to leave under their Christmas tree. Boston was cruising along, with a 25-point lead at one juncture of the third quarter. However, after a pair of overtimes, the Knicks were the ones who emerged with a victory.

"It shows we have heart," New York center **Patrick Ewing** said.

Said guard **Rory Sparrow**: "I didn't know if we could come back and win, but I knew we could make a better showing."

Sparrow's two free throws with 34 seconds left in regulation and Trent Tucker's three-point shot with 11 seconds to go in the first overtime enabled the Knicks to take the game another five minutes.

In the second extra session, New York outscored the Celtics, 16-7.

Cambridge product **Ewing** was brilliant. He scored a career-high 32 points--18 in the fourth quarter--and grabbed 11 rebounds. Sparrow added 22.

Kevin McHale's 29 points topped the Celtics.

Knicks 113, Celtics 104									
BOSTON					NEW YORK				
	G	FT	T		G	FT	T		
Bird	8-27	6-23	Cmns	2-12	2-6				
McHale	7-21	15-29	Orr	4-9	2-10				
Parish	8-15	8-24	Ewing	13-24	6-32				
Ainge	1-7	2-4	Sprrw	9-15	4-22				
Johnson	2-9	4-8	Tucker	3-9	0-7				
Wdnn	1-4	0-2	Bnstr	4-9	0-8				
Schng	2-6	0-4	Walker	0-4	0-0				
Carlisle	2-4	0-4	Gnfdl	3-5	0-6				
Waltn	2-3	0-4	Wilkins	6-13	2-14				
Vncnt	0-0	0-0	Bailey	3-4	2-8				
Kite	0-0	0-2							
Total	33-96	37-104	Total	47-104	18-113				
Boston.....	23	23	17	23	11	7	104		
New York.....	14	18	21	33	11	16	113		

Three-point goals--Bird, Tucker. Fouled out--Cummings, Orr. Total fouls--Boston 26, New York 35. Rebounds--Boston 73 (Parish 18), New York 65 (Bennister 14). Assists--Boston 24 (Ainge 8), New York 27 (Sparrow 8). Technical fouls--Boston team

December 29, at Salt Lake City Celtics 110, Utah 108

It was far from facile, but the Celtics managed to eek this one out on the Jazz's home court.

Danny Ainge, who starred collegiately at nearby Brigham Young, scored 5 of his 17 points in the last 1:37 to seal the win. Utah had a chance to tie the game with four seconds left, but **Karl Malone's** shot bounced off the rim. **Larry Bird** grabbed the rebound.

December 30, at Los Angeles Celtics 125, L.A. Clippers 104

The Celtics were never seriously threatened and easily handed the Clippers, affording coach K.C. Jones a chance to give his starters some much-needed rest. **Kevin McHale** scored 22 points, grabbed 18 rebounds and passed out 5 assists. **Larry Bird** had 21 points, 6 rebounds and 8 assists. **Dennis Johnson** (14 points) and **Danny Ainge** (13) also reached double-figures.

Bill Walton had 13 rebounds and nine points in 17 minutes against his former team. **Marques Johnson** and **Rory White** were the Clippers' top scorers, with 19 and 18 points, respectively.

Celtics 110, Jazz 108									
BOSTON					UTAH				
	G	FT	T		G	FT	T		
McHtle	10-16	4-24	Dntley	15-25	9-39				
Bird	10-16	4-24	Malne	3-7	0-6				
Parish	4-9	2-10	Eaton	4-10	6-14				
Johnson	5-12	0-10	Stcktn	3-8	4-10				
Ainge	8-13	0-17	Hnsn	3-9	0-6				
Waltn	1-6	4-6	Green	5-9	4-14				
Schng	2-4	2-6	Bailey	5-11	6-16				
Wdnn	4-6	1-9	Scurry	1-3	1-3				
Vncnt	1-5	2-4	Hayes	0-0	0-0				
Thrdkl	0-1	0-0	Mannn	0-0	0-0				
Total	45-98	19-110	Total	39-92	30-108				

Boston.....	33	27	28	22	110
Utah.....	27	26	28	27	108

Three-point goals—Ainge, Fouled out—None. Rebounds—Boston 48 (Parish 10), Utah 44 (Eaton 10). Assists—Boston 25 (Bird 8), Utah 24 (Stockton 9). Total fouls—Boston 26, Utah 25. Att.—12,702.



Eddie Gnillooly

I can't go with the flow

Maybe it's because I've never been able to erase the memory of the job they did against the Celtics in a crucial playoff game against the Knicks in Madison Square Garden on Easter Sunday in 1973, but everytime I see Jack Madden or Jake O'Donnell working a Celtics game I become very uneasy.

I find it very disrupting when they are on the court. Instead of watching the flow of the game and the performances of the athletes, I tend to concentrate on the calls and non-calls made by these two officials in a Celtics game. Most often I wished I had watched the flow of the game. Green seems to be their favorite color.

Justifiably or not, it becomes very irritable when Madden or O'Donnell whistle the Celtics for violations that interfere with the tempo of the game such as travelling, three-seconds or lops balls. The irritation worsens when the same violations are ignored at the other end of the court. Both are Irish so it's probably natural they would follow the Green more closely.

Except for that one contest in New York, I've never felt officials were ever the cause of a team losing a game. Officials can be extremely disruptive at times but a good team should be able to overcome the whistles. The best games are those when you never take time to find out the officials names.

Madden and O'Donnell have been rated among the top officials in the NBA for years. They have a reputation of not being intimidated by the home-town crowds. It's probably that on-court arrogance they portray that irks me but whatever, I could do without either one of them for an entire season.

In that 1973 contest--the fourth game of the series--the Celtics had a comfortable lead entering the fourth period thanks to a sensational performance by Don Nelson who was

subbing for the injured John Havlicek. The Celts appeared in control and set to tie the series at two-games a piece.

But suddenly, as if they were color blind for three periods, Madden and O'Donnell took over and whistled a string of violations against the Celtics. It came at a time when the Knicks, desperately fighting to get back into the game, became overly aggressive with their reaching-in, grabbing and shoving tactics. Usually the aggressors, the team battling to overcome a deficit, commit the fouls but not in this contest.

A key call in the contest which the Knicks eventually won 117-110 in double overtime was a frontcourt-backcourt violation on Jo Jo White. The replay clearly showed that Madden and O'Donnell blew the call. If the violation hadn't been called, the Celtics would have won the game in the first overtime period.

When the game finally ended, Coach Tom Heinsohn was enraged and had to be restrained as he darted onto the court after Madden and O'Donnell. The Celtics won the next two games of the series but with Havlicek still ailing with the shoulder injury, they ran out of gas in the seventh game at Boston Garden. The Knicks went on to beat the Lakers 4-1 for the championship.

The Celtics had compiled the best record in the NBA that season, 68-14, and were favorites to win the title. But that one game in New York, officiated by Madden and O'Donnell, put the Celts in a deep hole, down three games to one, and ultimately cost them the opportunity for their first flag during the Dave Cowens era.

Memories of that 1973 game flashed back during the recent Celtics game in Utah when Madden blew an offensive goal-tending call against Jazz center Mark Eaton. The replay, shown on Channel 56 by Gil Santos and Bob Cousy, as well as on the screen in the Utah arena, proved Madden had erred and that Eaton had



Pat Cummings: Cross between Cowens and Bradley.

a clean tip-in. That call cost the Jazz two points.

Madden had to be embarrassed by the replay and my reaction was to sit back and watch for the make up calls. While I disagreed with a few of his calls and non-calls down the stretch, I have to give him credit that he didn't go out of his way to make amends for his earlier mistake.

Jerry Healy of the Basketball Hall of Fame in Springfield advises I missed a few members of the Celtics family in the Hall of Fame in my column in the last issue of Celtics Pride. Healy said the full Celtics cast in the "Hall" is 13.

They are: Contributors Walter A. Brown and William G. Mokray; Coaches John "Honey" Russell,

Celtics Lists

Danny Ainge ranks his toughest opponents among guards:

- 1--Michael Jordan
- 2--Isiah Thomas
- 3--Andrew Toney
- 4--Vinnie Johnson
- 5--Spud Webb

Jerry Sichting lists his toughest opponents:

- 1--Norm Nixon
- 2--Gus Williams
- 3--Ricky Pierce
- 4--Rickey Green
- 5--Bryon Scott

Alvin F. "Doggie" Julian and Arnold J. "Red" Auerbach; Players Bob Cousy, Ed Macauley, Andy Phillip, Bill Russell, Bill Sharman, Frank Ramsey, John Havlicek and Sam Jones.

Healy, who has had an outstanding career as a sports publicist in New England, was the Sports Information Director at Holy Cross when Tom Heinsohn was a freshman. Naturally, Healy is rooting for Heinsohn to be inducted into the Hall of Fame this year.

In noting that the Celtics had 13 individuals in the Hall of Fame, Healy came up with some interesting facts to show that 13 appears to be a magic number in Celtics history.

The Celtics won their first title--1956-57--in their 13th season in the NBA. Bob Cousy and John Havlicek appeared in 13 All-Star games; Cousy played 13 seasons with the Celtics; 13 players have been chosen to the All-NBA teams and 13 players' numbers have been retired.

Healy also researched that Havlicek had 13 steals in the 1974 championship series; Ramsey led the league in 1962-63 with 13 disqualifications and twice the Celtics won 13 consecutive home games in playoff series. And, in a game against Philadelphia in 1958, the Celts committed the fewest fouls--that's right, 13 again.

Despite the obvious magic, no Celtics player has worn No. 13 since Bob Harris in 1953-54.

Although he'll probably never be inducted into the Hall of Fame, I really enjoy watching Pat Cummings of the Knicks. The only problem is that I haven't figured out yet whether he reminds me more of Bill Bradley or Dave Cowens. He possesses Bradley's unmade-bed look and Cowen's aggressiveness.

Bradley, a Rhodes Scholar and presently a U.S. Senator from New Jersey, looked as though he had just jumped out of bed when he was on the court. His uniform always seemed to be wrinkled, his hair mussed up, his socks drooping and his eyes half opened. But he could play basketball and his matchups with John Havlicek were always something special. Cummings possesses that same unkempt look and competitiveness.

Another striking familiarity with the past cropped up when Bulgarian Georgi Glouchkov visited Boston with the Phoenix Suns. After watching him run up and down the court a few times and observing this tendencies on the offensive boards, I kept thinking I was watching Dave DeBusschere. The short thick neck and sturdy body are the similarities. He's got a long way to go though before he'll be compared in talent with the Knicks ex-General Manager, regarded as one of the all-time great offensive rebounders.



K.C.'s Corner

How do you define Slump?

Webster's Dictionary defines "slump": "To drop or sink suddenly." I believe it is defining this as a physical act,

but I believe it could not have described our play against New York in the 2nd half on Christmas Day, any more accurately. In the nightmarish ballgame, we stopped attacking. We had lapses of concentration, allowing them baskets off a long pass and off of their own missed free throw.

And on each of these plays, we also fouled their players (Gerald Wilkins and Louie Orr respectively).

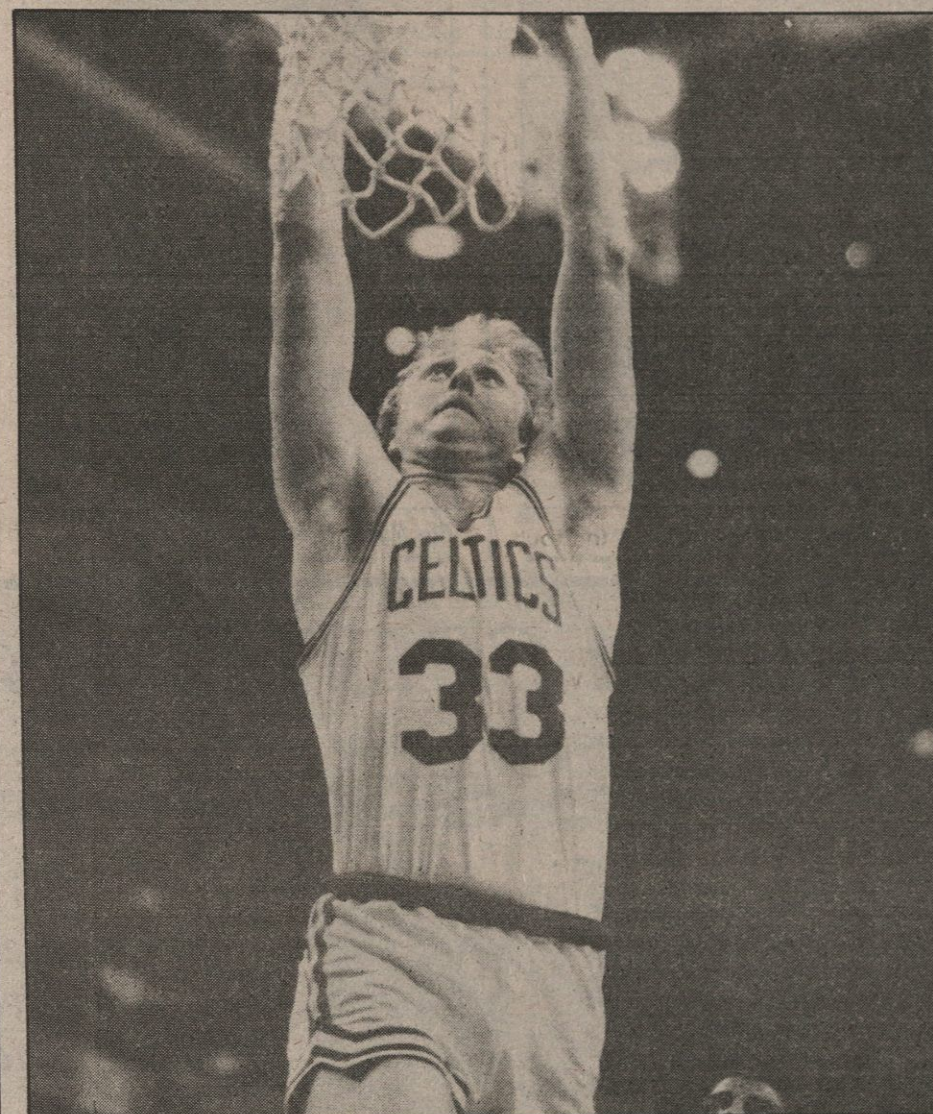
The Celtics slumped during two weeks in December and that type of basketball provided clear examples of why we split eight games. Against the Knicks we started strong, and ran off to a 25-point lead. Then we relaxed, thinking apparently we could get our cohesiveness back any time. Perhaps since we rushed off to a 19-3 record during the first part of the season, we thought we could rest in like fashion. But it doesn't work that way.

It is important to note again: teams are always zealously ready when they play the Celtics. Also, teams are animated when they confront the team who is in 1st place. Our games are tough every night.

We had struggled on the offensive end in two areas. The first was the boards, where Philadelphia, for example, dominated us, 18-8. They defeated us in Philadelphia 108-102. In contrast, the first time we played Philadelphia, we outrebounded them, 48-32. The second problem was offensive execution. We were not playing with smarts, and if the outside shot was there, we were not shooting it effectively.

We faltered on the defensive end--and our running game suffered.

As a team, we were forced to ask ourselves hard questions: Had we mellowed and become too laid back? Have we applied ourselves as fully as we must? Can we huddle up and



Larry Bird shot more freely than in a long while.

come back stronger? Are we hungry enough?

A quick review of several of the most recent games revealed only one strong effort from our ballclub until we defeated the Clippers 125-103 in Los Angeles, December 30. We rallied to defeat Chicago in Boston 109-104, before losing a return match in Chicago, 116-108. We returned home the following night and played well against Dallas, a 137-117 win. This game was followed by the loss in Philadelphia and the squandered Christmas game against the Knicks (113-104 in 2OT).

Over several of these games, I

changed my substitution pattern. The Green Team had not functioned well enough as a unit and it played less frequently together. The bench should not be thinking "shoot"; it should hold the line, keep the turnovers down, be conservative. I felt they were, as a group, getting away from that.

So fatigue played a role, as we began knocking heads with some of the unexpectedly strong opponents in mid-December. And they did sneak up on us: players like Charles Barkley of Philadelphia, Otis Thorpe of Sacramento, Karl Malone of Utah, Patrick Ewing of New York, Karl

Malone of Utah. These are types of young, strong, physical players who contest every play--on offense (Barkley), defense (Ewing), and the boards (Malone, or a Kevin Willis of Atlanta). Ewing of course is a known "name player." But the others are camouflaged. But they are excellent.

They will give a team like Boston trouble: suddenly they are banging us, and if we are not "hungry" enough, we stand a chance of losing the ballgame.

I met with the Green Team in Boston before the New York game and expressed my intention of establishing a set rotation of guards. My thinking at the time was to substitute with a version of the Green Team. I would likely spot the Green Team in certain situations.

The play of the whole team was improved in intensity (in Utah) and execution (in Los Angeles) when we made our year-end West Coast trip. We had to scrap and hustle to defeat a very inspired Utah team in Salt Lake City. Shots from the outside finally began falling and a couple from Danny Ainge, including a 3-point field goal, gave us an important emotional comeback win. The bench played a considerably stronger game in Utah, especially in the first half.

In Los Angeles, our running game returned, Larry Bird shot more freely than in a long while, and our overall game was confident and precise. We were going up against Cedric Maxwell for the first time and we knew he would be anxious to show Boston they made a mistake when we traded him. Our team delivered against the Clippers, and we remain hopeful our renewed effort on the coast will continue.

NBA seasons are long, unpredictable, and challenging roads. They are emotional roller coasters, ones you must be able to control and manage. One must be extremely careful about judging a team's play necessarily by its won-loss record. I felt when we were 19-3, that we won even when our offensive execution was not strong. Despite some inconsistent moments, some of our efforts, particularly from the starters, were reasonably effective when we were losing 4 of 6.

The demands of the long season require each player and coach to motivate themselves continuously. When a team is predominantly a veteran club like ours, sometimes the effort requires that much more vigilance. Perhaps a "sudden slump" renews needed spark.

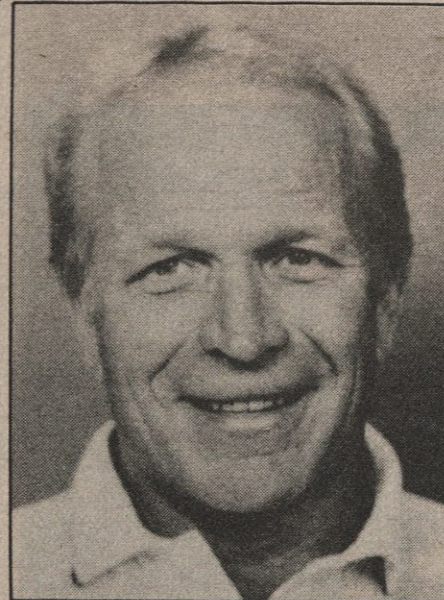




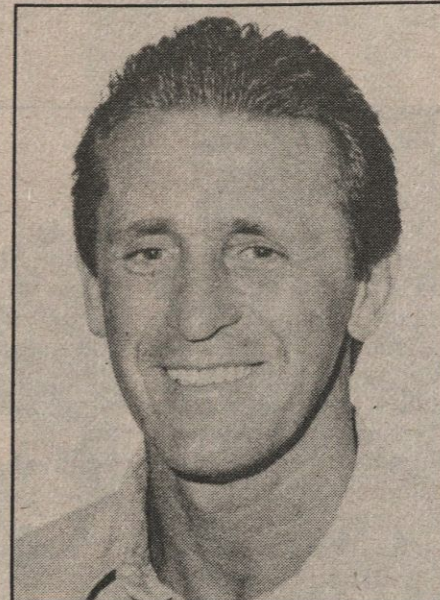
Glenn Ordway

Magic Formula

The San Antonio Spurs appear to be making that magical leap from mediocrity to respectability. A year ago they won 41 games and this year they're at a pace that would be them around 50 by seasons' end. It's magical in that it seems to be one of the formulas necessary to winning Coach of the Year honors. You either take a team from the depths up to mediocrity or you begin as a mediocre entry and soar to respectability. Cotton Fitzsimmons is in the process of completing the latter and for that reason, I guarantee you, he will win this years coveted NBA Coach of the Year Award. But why is it that the guy who propels his team through the two toughest cycles never seems to win the award. Only three times in NBA history has the Coach of the Year selection led his team to a championship. Granted, the voting is done in the last two weeks of the regular season, well before the playoffs final series. But only one other team in league history riding a Coach of the Year even made it to the Championship series. And no team has been in that final series in the last 13 years. For some strange reason there seems to be a lack of respect for the coach who takes his team from respectability to superiority and even less for the coach who is able to sustain that superiority over the period of a few seasons. In this day and age of sports, those two cycles may be the toughest. Daily, you battle egos, renegotiations, cries of "I want more playing time" and boredom. You play both coach and team psychologist. But to the voting media, the perception is that this coach already has the talent. People will be quick to point out at seasons end that Cotton Fitzsimmons got the most ability out of the talent available. But didn't Pat Riley in '85 and K.C. Jones in '84 do the same? Jones took a Celtics team that had dropped out of that top echelon. They had finished the year before 9 games behind the 76ers in the regular season and after



Cotton Fitzsimmons: Early favorite.



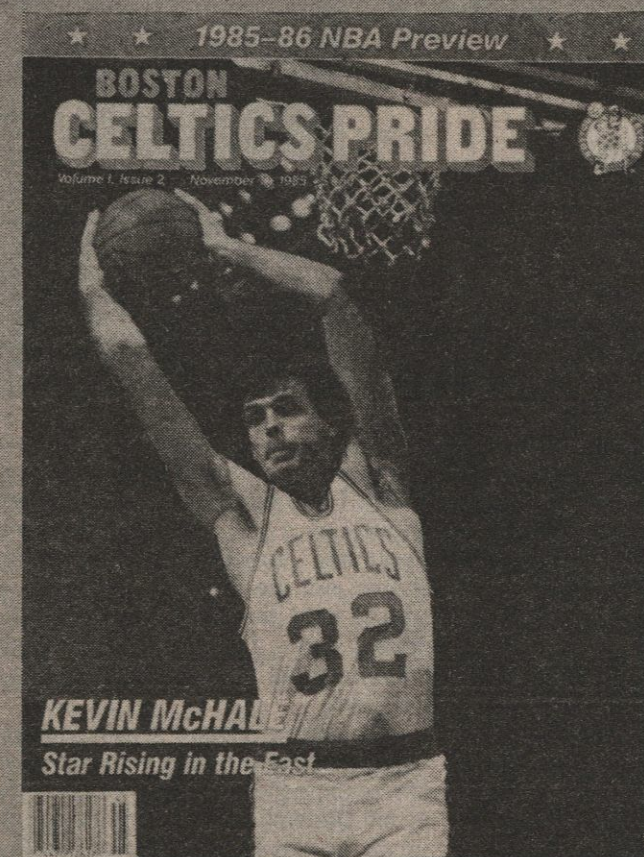
Pat Riley: Deserved the honor.

struggling with Atlanta in the first round of the playoffs were embarrassed in four straight by the Milwaukee Bucks. It was the first time a Celtics team was swept in their

proud history. One year later, they won 62 regular season games, finished 10 games ahead of those same Sixers and marched on to win the NBA Championship. Yet it was Frank Layden who took Coach of the Year honors for lifting his team from mediocrity to respectability. Last year, Pat Riley led his Lakers to a 62 win season and a World Championship. The previous season they won only 54 games and were ousted by the Celtics in the final series. But Don Nelson captured the Coach of the Year honors for improving his Milwaukee Bucks win-loss record by 9 games. Ironically, Riley improved his Lakers record by 8 games and he went on to win the NBA title.

I can almost predict next years winner. If the New York Knicks get Bernard King and Bill Cartwright back plus a lottery draft pick, they will have the ingredients to at least jump from the basement to that of mediocrity if not a double jump to respectability. Whomever coaches whether it be Hubie Brown, John Thompson or Soupy Sales will be the Coach of the Year. This probably despite K.C. Jones and Pat Riley leading their teams once again to a 60 plus win season and one of the two copping another NBA ring. It's all image. Then again, the man considered the best coach of them all, Red Auerbach, won Coach of the year honors but once. That says it all.

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Ellen Thomas Jones: A winner in her own ways.

By Wilma Mahoney

How does it feel to be married to one of the most popular and successful Celtics in recent memory? According to Ellen Thomas Jones, "I'm just so pleased that he's doing as well as he is and seems to be so well-liked. I'm really proud of him. He likes where he is, it's comfortable for him and it's fine with me."

Ellen and K.C. celebrated their fourth wedding anniversary in December. As Ellen explains, "We met briefly several years ago when I did a story on K.C. for the newspaper I was working for in Maryland. He was a coach for the Washington Bullets at the time. Years went by and we both ended up in the Boston area. Mutual friends in Waltham gave a party to which we were both invited. Our friends played Cupid and it worked out."

Today, Ellen and K.C. live in Wellesley with their two-year-old son, Kent Christopher, and K.C.'s teenage daughter Holly, a sophomore at Wellesley High School. Motherhood came late to Ellen. She gave birth to her first son at the age of forty-one. She tells us that Christopher will be their one and only child, noting that the risks of childbirth increase drastically for the mother after forty. Ellen wanted their son to have K.C.'s initials since K.C. Jones III, known as Kipper, carries his dad's name (K.C. is father to K.C. III and four daughters from his first marriage). She and K.C. decided on Kent Christopher, known around the house as simply Christopher. She terms their son a joy and a riot.

Ellen was born and raised in the Hartford, Ct. area. Her first exposure to basketball came when her younger brother captained the local high school team. A promising athlete, he received an injury during practice which curtailed his playing hopes, so he went on to become a lawyer. According to Ellen, he still loves basketball and never misses a Celtics game when the team plays in Hartford.

After graduating from college in West Hartford, Ellen began a five year career as a school teacher. She taught junior high English in Connecticut, Delaware and Maryland. She was accepted to law school, but because she had to wait a year before enrolling, Ellen talked herself into a job as copy editor for the Silver Springs weekly newspaper. This blossomed into feature writing and community liaison activities. One of her favorite assignments was a column titled "Worth Your While", featuring weekly stories on various civic and fraternal organizations. At the end of each column, she listed each group's needs, in hopes that the public would respond. It worked out well and Ellen got involved with the



Ellen and K.C. are very comfortable together.

Jaycees doing fundraising and public relations.

Because she enjoyed her work with the Jaycees, Ellen decided on a career in the travel industry. After taking journalism and public relations courses at the University of Maryland, she applied for a job with the Sheraton Corp. and was named Assistant Director of Corporate Public Relations. Sheraton moved her to Boston where its world-wide corporate headquarters are located near Quincy Market. In Boston, Ellen helped co-ordinate Sheraton's world-wide public relations efforts. She did a lot of speech and feature writing besides working with the media and various trade publications.

Although Ellen worked full-time and attended graduate school until six months after Christopher was born, she ended up quitting her job and concentrated on school, receiving a Master's degree from Boston University last May. She says, "The graduate school, working and motherhood got to me at some point, and I realized that I was exhausted and couldn't keep it up. I tried, but I can't be Superwoman."

She's done some marketing work for Tony Roma's Restaurant (a new venture of K.C.'s in partnership with Bobby Orr located in Framingham), but hasn't had time to miss a full-time job. Since K.C. became head coach, their lifestyle has changed. When they first married, the Joneses lived in Ellen's condo in Quincy Market. Ellen says, "When K.C. was an assistant coach, he didn't have the same level of responsibility. We shared a lot of things. I worked, he worked, then we both came home and shared cooking and cleaning. I got to travel with him occasionally when my job permitted, we were fancy-free for a couple of years. Then Christopher came and K.C. got to be head coach. Last year Holly came to live with us. There's a lot more responsibility with running the household now."

The household is in the midst of

drastic renovations at this time. Although they're really not adding anything new to their forty-year old home, Ellen explains, "Since we're trying to expand the space we have, almost every room is getting something done to it and it will be quite a while before everything is finished. Maybe we can do some travelling during the worst of it!" Next month she hopes to attend K.C.'s induction into the San Francisco area Hall Of Fame.

For now, Ellen is comfortable at home. She feels that all spouses of people with demanding careers, whether in sports, medicine or corporate life play a very large supporting role, noting "You're a behind-the-scenes person and no special notice is taken of you, but the job gets done and all household needs are taken care of." She sympathizes with the wives of the Celtics' players, saying it's hard for them because they're younger and it must be difficult for them to assume a single parent role when their husbands are away on frequent road trips.

Being a mother to two-year old Christopher is demanding. Ellen always considered herself a well organized person, but now ruefully claims, "This is the first time in my life, when I've had a series of things to do in a day, that I've put them off for as much as a week. I used to have a drawer of things to get to, now I have a room. Everything I can't get to goes into an office upstairs. When Christopher goes to sleep, I try to sort things out."

Ellen feels her free time now is best spent with her son. Although she has a dependable babysitter and could return to work if she wished, her educational background taught her that although sitters and day care centers can give excellent child care, they don't have the time or the interest to give the child that extra measure of attention which a mother can. Concerning her decision to stay at home with her son, she states, "It's a choice I'm making and I think

it's the right choice at this point." She has no regrets, adding, "I've lived a full life. Having Christopher and settling down here the way we are, I'm much more at ease than I ever was. I think that comes from my experience through life. I've had three careers, so motherhood is a welcome situation."

Ellen mentions that K.C. thoroughly enjoys his young son, in fact, "He's wonderful with all his children. He's like the Pied Piper. Wherever he is, if the children are in the area, they want to be with him. He's wonderfully patient with everything, both inside and outside the household. He takes things in stride."

She enjoys the pervasive influence of Boston Celtics fans, saying that K.C. is fantastic with the public. She states that she has never seen her husband refuse to give an autograph, since he is considerate and generous with his time. K.C. also works with local charities, having served on the Waltham Boys Club Board of Directors and appearing at numerous Jimmy Fund and Cystic Fibrosis Foundations benefits. He's willing to share the little free time he has to help the community.

Although he might be asked for autographs at the local grocery store, K.C. feels that only those superstars like Larry Bird and Wilt Chamberlain are exposed to the rush and on-slaughts of the crowds.

Ellen feels that Boston fans are the most knowledgeable sports critics in the country. "Here," she says, "you have to maintain excellence. In any other city, the fans would say 'What a fantastic record!'. In Boston, if you lose a game, like in New York on Christmas, you come under fire fast. It's 'What happened to the Celtics last night?'. Of course when they win, it's 'Great game, great game'. You're always supposed to have an explanation when they lose. These are high standards to live up to."

In the off-season, K.C. and Ellen enjoy travelling, occasionally visiting K.C.'s friends from his playing days and golfing pals. They've visited places like Hilton Head, SC for golf tournaments, one of K.C.'s favorite activities.

They see friends in Bar Harbor and Bangor, Maine, and spend time at K.C.'s summer camp for children near Norwich, VT.

Ellen enjoys getting out and working in her yard, a talent she inherited from her father. An avid tennis player as well as golfer, K.C. has lots of things to fill his vacation time. In fact, Ellen says, "He's one person who, when he retires, will have no trouble finding things to do."

We hope, along with the Celtics fans, that his retirement will be a long time coming.

Basketball Times — College Insight

By Larry Donald

Now that he's become the NBA's largest petulant child, will anyone reopen the books on the **Ralph Sampson** era at Virginia and suggest coach **Terry Holland** did a tremendous job coaxing as many wins out of the Cavaliers as he did?... If the NCAA edict stands, **Tito Horford** will never be eligible to play basketball at the University of Houston. Previous reports suggested he would be declared out just one year, but now it's been revealed the suspension was permanent. Houston is protesting and its appeal will be heard during the NCAA's annual convention in January. On the Cougars' side is the legal precedent of the **Mychal Thompson** case years ago at Minnesota....

Here's what **Roy Chipman** was telling Pittsburghers writers the day after he stepped out as basketball coach at Pitt: "You know what the nice part (of resigning) is? I don't care anymore. I don't care what the newspapers say. I don't care what

the NCAA says. I don't care what the fans say."....Know what? I don't believe him....

A name to watch as a possible replacement there would have to be Ohio University **Danny Nee**. The bloodlines of this young coach are excellent (close friend of **Al McGuire**, former high school teammate of Kareem Abdul-Jabbar and former assistant to Digger Phelps) and he's also got a handsom record at OU to put on display. Nee was the runner-up to **Bob Staak** at Wake Forest last summer....Despite the loss of All-American center **Jon Koncak** and troubled, but talented guard **Carl Wright**, Southern Methodist entered the new year with only two losses. The Mustangs might be even stronger if highly regarded freshman **Reginald Muhammad** begins to contribute. The 6-9 newcomer was felled this fall when fluids began to fill the sacs surrounding his heart. At first it was feared he might need surgery, but medication eventually corrected the condition. The basketball problem was the fact he missed four weeks of practice and lost a considerable

amount of weight. "It's just put him so far behind," says coach **Dave Bliss**, who can tell you this club's greatest need is another strong, frontline player....

For those of you who live and die with recruiting I offer this thought: Of the top ten seniors in college basketball this year (**Roy Tarpley**, **John Salley**, **Mark Price**, **Chuck Person**, **Rafael Addison**, **Doug Altenberger**, **Ron Harper**, **Kenny Walker**, **Johnny Dawkins** and **Andre Turner**) only Walker and Dawkins were universally pursued. The point to be made is don't get too excited or depressed about your particular team's recruiting class. Judgement isn't final for three or four years....

If you insisted I make a Final Four prediction on New Year's Day, I'd have to say North Carolina, Kansas, Duke and LSU.... The key to Kentucky's hopes for a big season and a trip to Dallas is sophomore **Richard "Master Blaster" Madison**. New coach **Eddie Sutton** has done nicely with his three guard offense, but in the Southeastern Conference he'll need a bigger line-up to defend and rebound....

So intense is new Providence coach **Rick Pitino** that before one of his early season games he arrived at the arena forgetting his suit. Quickly he assembled a passable outfit, but afterward the fashion-conscious coach was heard to say: "Can you believe I'm wearing polyester. Don't anyone here light a match."....Who are the top five schoolboy teams in the USA. My friend and high school expert **Dave Krider** sees it this way: 1. Oakton (VA) Flint Hill. 2. Washington (D.C.) Gonzaga. 3. Los Angeles (CA) Crenshaw. 4. Mouth of Wilson (VA) Oak Hill Academy. 5. Hyattsville (MD) DeMatha....

Writer **John Feinstein** is on leave from his job at the Washington Post and is spending the winter in Bloomington, Indiana. He's doing a book giving an inside look at Indiana basketball. So far everything's gone well with the bombastic Hoosier coach **Bobby Knight**, but Feinstein admits the two days before the Kentucky game with the breaking story on guard **Steve Alford**, "weren't exactly like a night at the prom."....

Recently I asked Georgia Tech coach **Bobby Cremins** to recall the lowest moment he endured while building the Yellow Jacket program. "I think it came after we lost to North Carolina by 50 points or something. I looked around and thought I was at a cocktail party and wondered if we'd ever be competitive."....Cremins has always been an intense guy. While a player at South Carolina he had the ball stolen by a North Carolina State player in the waning moments of the

ACC championship game and it was subsequently turned into the winning basket, ending the Gamecocks' dreams of an NCAA bid (even though they won the regular season title only the tournament winner went on in those days). When the team returned to Columbia, Cremins went to his dorm room and didn't come out for two weeks....

Here's one to ponder: Soon Nebraska's **Dave Hoppen** will become only the fourth player in Big Bright history to go over the 2,000 points scored mark. Sounds like the people in that league have devoted a lot more time to football than basketball, doesn't it? And then they wonder why the "experts" don't rank their league in the class of an ACC or Big Ten....

Telling statistic? When Houston and Texas San Antonio tipped it off in SA's Hemifair Arena (15,782 capacity) there were, count 'em, 771 fans in the stands....With a 3-6 start Toledo's string of 26 consecutive winning seasons is in serious jeopardy....What's **Bobby Knight** saying about junior college basketball these days?" I saw four teams from the Kansas Junior College Conference play last year and those four teams had, in each case, as much talent as most teams in the Big Ten have. It's unbelievable. It's better for a kid to play a year of junior college basketball than sit on our bench for a year. See, the junior college kid has been knocked around a little bit. He knows he isn't going to revolutionize basketball at Indiana."....

With a verbal commitment from Boston's **Rumeal Robinson**, Michigan has assured itself a freshman class next year which will include two of the top five schoolboy players of this year. But don't forget to check back in three years....The decision to redshirt **Doug Altenberger** at Illinois hurts the perimeter game and probably dealt a final blow to the Illini hopes for a visit to Dallas.... Pepperdine, which climbed into the top 20, promptly got blown out by Kentucky in Lexington. Still, along with Nevada Las Vegas, the Waves are the best of the West and that includes the Pac-10. And, incidentally, I'm not among those who believes the Pac-10's skidding status among major college basketball powers has solely to do with eastern teams getting more television exposure....

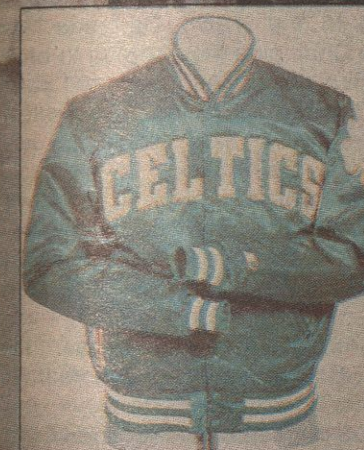
It's a new season, but an old story at DePaul --- too much self-imposed pressure. Somebody needs to convince those kids the world doesn't rotate around the game of basketball....My New Year's resolution? Not to say anything bad about the NCAA....

For a period of 24 hours....

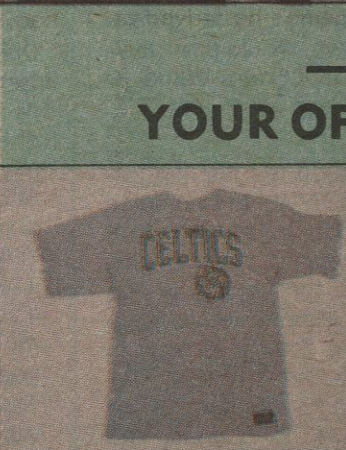
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5	6	7 DETROIT PISTONS 7:30	8 CLEVELAND CAVALIERS 7:30	9	10 Atlanta Hawks 8:00	11
12	13	14	15 Denver Nuggets 7:30	16	17 INDIANA PACERS 8:00	18 Atlanta Hawks 7:30
19	20	21	22 LOS ANGELES LAKERS 8:00	23	24 Golden State Warriors	25
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- 1 Who was the first Celtics T.V. announcer?
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- 3 Which Celtic slept on a bench in the Boston Commons after winning the 1974 NBA Championship?
- 4 In 1980 two Celtics retired from basketball: a center and a guard. The center was Dave Cowens. Who was the guard?
- 5 Who said "I could take 4 guys off the street in Petersburg (Virginia) and beat them (the Celtics)?"
- 6 Who said "I'm going to look awfully silly if he stuffs the ball and me through the hoop!"

- 1 Les Smith
- 2 Light a cigar
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- 4 Pete Maravich
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On The Road Again...The CBA

By Rick Weitzman

Quickly now, what do NBA starters Jawaan Oldham, Brad Davis, Kurt Nimphius, John Lucas, Rory Sparrow, Rickey Green, and Gerald Henderson have in common? If you answered that they all played in the CBA, you might win a chance at the "Ton of Money CBA Free Throw" which pays off 500,000 pennies for a 13 foot nine-inch free throw. If you're a CBA fanatic, you might qualify for the "One Million Dollar CBA Supershot" where one fan can win that sum for hitting a 69-foot shot.

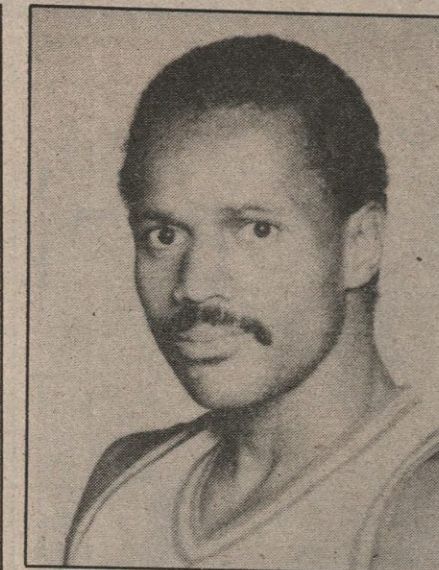
What is this phenom called the CBA? It is a professional league that is not in competition with the NBA, but rather, a league that is dependent on the NBA financially to some extent. The CBA provides a training ground for future NBA referees, and provides players for the NBA at a moment's notice. The NBA, in fact, has adopted several of the innovative ways the CBA has spruced up the game and more may follow. For instance, the three-point field goal was used in the Eastern League (a forerunner of the CBA) in 1964. The collapsible rim was first used in the CBA.

What if Larry Bird, upon committing his sixth personal foul, was allowed to remain in the game with his team paying a penalty of a technical foul for each subsequent Bird foul? Would it be good for the league? The CBA thinks so because they've had that rule in effect since 1978. What if an overtime period was decided by the first team to lead by three points? Would it have fans on the edge of their seats? The CBA thinks so because that's exactly how overtime periods are decided.

The CBA has also come up with a "7 Point System" that awards one point for every quarter won and three points for winning the game. This creates exciting end-of-quarter finishes because teams are after all the points they can possibly achieve.

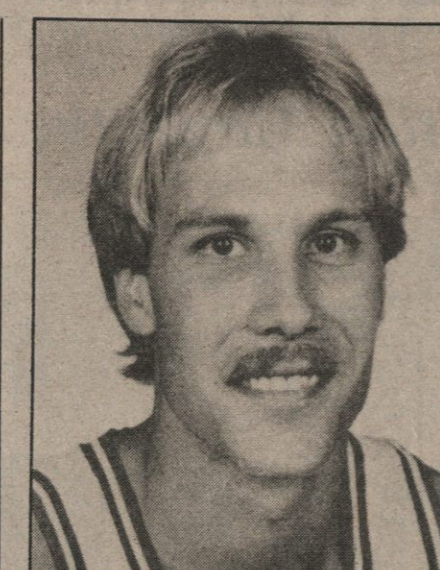
Sure the CBA is a promotional league, but how good is it basketball-wise? Put it this way, 15% of the players in the NBA today have some CBA experience. Some 36 CBA players were on NBA rosters as of May 1985. NBA scouts are common observers at CBA games anywhere from Worcester to Wyoming, from Tampa to Toronto, or the ten other cities that make up the 48-game CBA schedule.

The players in the CBA are there for one reason, to make it to the NBA. Some like George Montgomery or Kenny Patterson were cut by NBA teams, others like Kevin Williams and Don Collins had a cup of coffee in the NBA and want to get back, and others



Rickey Green: CBA to NBA All-Star.

like Larry Lawrence and Joe Dawson went undrafted by the NBA and want to be noticed. They are NBA-quality players. Some are too small for the position they play, some too slow, but the level of competition is, for the most part, better than college. There is, surprise, some defense played in the CBA. Not a whole lot, mind you, but enough so that an NBA scout can actually see if a player can play some



Brad Davis: Starter for Mavericks.

D. Believe me, players in the CBA are not there for the money. They don't make much, but they know that if an NBA team has some injuries during the season, a CBA-er will probably get a call. NBA teams constantly invite CBA veterans to their free agent camps in the summer.

Why does the CBA allow the NBA unlimited access to any of their players at any time? In October of

1983, the two leagues agreed to a three year deal that pays the CBA \$550,000 for the right. There is no direct affiliation other than the rights to players of NBA teams are assigned to specific CBA teams. For instance, once Carlos Clark was waived by the Celtics, he became the property of the Bay State Bombardiers.

I generally cover the CBA through the Bay State franchise which operates out of the Worcester Auditorium before sparse crowds. I am always entertained, not only by the basketball, but also by the promotions. John Ligums, owner of the Bombardiers, has given away five new automobiles during halftime shoot-outs, pays his coach, Mauro Panaggio, basically by the win, and is always trying to improve his product. I've learned to be prepared for anything. For instance, at Bay State's second home game, Steve Warshaw, the team's GM handed me a new roster sheet. I needed it; there were five new faces on the ten-man team.

The bottom line is that there are quality players in the CBA and it is essential that the NBA keeps tabs on them constantly. If the CBA makes it fun, that's a plus. Hey, one of these nights, if your name is "Togo" the Bombardiers will let you in for free in honor of Togo Palazzi, a legend in the Worcester area.

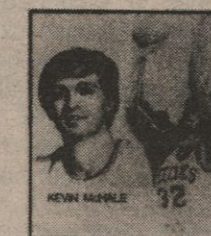
TOM HEINSOHN presents ...



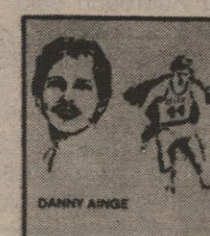
Larry Bird



Robert Parish



Kevin McHale



Danny Ainge



TOM HEINSOHN

LSC Art Productions is pleased to announce the release of the 1985-86 Limited Edition II portfolio containing four (4) lithograph drawings of Celtics basketball stars Larry Bird, Robert Parish, Kevin McHale and Danny Ainge by former Celtics player/coach Tom Heinsohn. Each lithograph is on 100% Archival Rag Paper and is hand signed and numbered by Tom Heinsohn. A certificate of authenticity will accompany each portfolio and is limited to 2500 sets. Definitely, a collectors item.

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Celtics Classics

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'58-'59 Celtics: Maybe the Best Ever!

The 1958-59 Celtics won the second NBA championship in the history of the franchise and set some records along the way.

The green and whites were 52-20 during the regular season, setting what was then a league standard for most triumphs in a year. Boston averaged 116.4 points a night, and no one had scored that much during that era.

On that score, the Celtics and Minneapolis Lakers hooked up in the then highest scoring game in NBA history. Boston came away with a 173-139 win over the Lakers. Tommy Heinsohn had 43 points, Bob Cousy scored 31 and racked up 28 assists-- a wheeling-dealing mark which stood for many years. Bill Sharman added 29 markers in that contest.

But this was the most indelible mark the Celtics made in the NBA record book: When they swept the Lakers in the championship series, they became the first team to grab the title in four straight games.

"Sweeping the Lakers was a great achievement and one of my big memories," Red Auerbach said. "It was the first time it had been done in the finals, and it wouldn't be done again for a dozen years."

"I recall something else very vividly about that series. Walter Brown had been having a tough time monetarily keeping the Celtics afloat



1958-59 Celtics: Left no doubt who was boss.

all those years. So after we'd wiped out the Lakers a couple of games, a lot of people were actually urging Walter to let it go five or six games to get some of his money back. Walter got absolutely furious and shut those people up real good."

At Minneapolis, the Celtics quieted the Lakers in game four, 118-113, to end the series. Boston had a balanced attack--29 points from Sharman, 24 from Frank Ramsey, 23 by Heinsohn and 15 by Bill Russell. The Celtics had won the first game 118-115, the second 128-108 and the third 123-120.

"It's only what these guys deserve," Auerbach said of the series

sweep. "People have been talking about them being the greatest basketball team of all time. Well they proved it, didn't they, sweeping in four straight?"

Perhaps the most amazing fact about the Celtics 1958-59 championship season was that it was a rebuilding year of sorts--or at least it looked like it was going to be one. Veterans Arnie Risen (the man whom Bill Russell replaced), Jack Nichols and Andy Phillip retired, and Boston to look to others to pick up the slack.

One of the key newcomers was a rookie guard named K.C. Jones. He

was out of the University of San Francisco and a college teammate of Russell's. Jones wasn't much of a scorer, but he provided the kind of backcourt defense which will probably never be duplicated.

"K.C. Jones was the best defensive man in basketball," said Russell, who knew a little about defense. "Over the years, I saw him do superhuman things and make them look natural. He was a marvel."

And that 173 point outburst against the Lakers was a marvel. Let's get back into that for a while...

It was on February 27, a Friday afternoon game in the Twin Cities. A crowd of 6,183 assembled for the game, little realizing they were about to witness a historic moment.

The Lakers, who had been having all kinds of trouble beating the Celtics, had to feel they had at least a halfway-decent chance for a victory, since Russell was out of action with a leg injury. However, that wasn't to be the case.

Boston jumped out to a 40-30 first-quarter lead, and extended that edge to 83-64 at halftime. It was 121-95 after 36 minutes...

By then, the Celtics had the game well in hand, and Auerbach had removed most of his starters. But when Auerbach was told Cousy had a chance to break Richie Guerin's league record of 21 assists in a game, Auerbach dispatched Cousy to the floor.

And Cousy did break the mark. With six minutes to go in the fourth quarter, a Cousy feed led to a basket by Sam Jones and gave Cousy his 21st assist. Number 22 came on a subsequent score by Jim Loscutoff.

"That guy Cousy is too much," Laker Rod Hundley said. "He's the greatest player ever."

Not even Auerbach could believe Boston's incredible display of offense. What was most ironic about this afternoon is, the morning of the game, Auerbach held court at a basketball clinic for 4,000 coaches and kids. The main topic? What else but defense?

"I've never seen anything like it in my years of professional basketball," said Auerbach. The Celtics shot .504 from the floor (72 of 143) and made 29 of 37 free throws, a .784 percentage.

"There was little we could do about their unbelievable shooting," Minneapolis Coach John Kundla said.

The Celtics were never again to drum up that kind of offensive firepower, but no matter. The '58-59 championship triggered the Celtics domination of the NBA. Boston went on to win seven more titles in a row, leaving no doubt as to who was the boss of the league.

Past and Present

In the eyes of many, the image of a player agent is less than savory. He is viewed as a ruthless, conniving individual whose only concern is to rake as much money from a team when negotiating his client's contract. That, of course, makes his cut much higher.

But Jo Jo White wants to make it perfectly clear he doesn't operate that way. The former Celtic guard has been an agent for two years, and is president of his own firm--Jo Jo White Management Team.

Sure, White wants to get the best deal for his client, but he is more concerned with what the athlete does with his money once he gets it. White's firm provides counseling in financial planning, investments, taxes and other fiscal matters.

White is a relative newcomer to the business. However, he says

Someone has to have the athlete's best interests at heart.

things are going well and the future of his company is quite bright.

"Someone has to have the athlete's best interests at heart," White says. Not someone who is only out for all they can get. Being a former player, I've already been involved with it (contract negotiations). I have the experience of having gone through it, and that's the best experience you can get. You can get experience by being a lawyer or accountant, but it's not the same as being a player."

And what about the negative image of agents?

"That's one of the reasons why I started the firm," White says. "In the final analysis, the athlete winds up getting hurt in the long run. Aside from the sport, the athlete has to learn how to deal with people off the court. You have to have people who've experienced that and have gone through it."

The 39-year-old White, currently living in his wife's hometown of Rochester, NY, tried his hand at coaching after his playing career ended in 1981. He spent two years as an assistant at his alma mater, the University of Kansas.

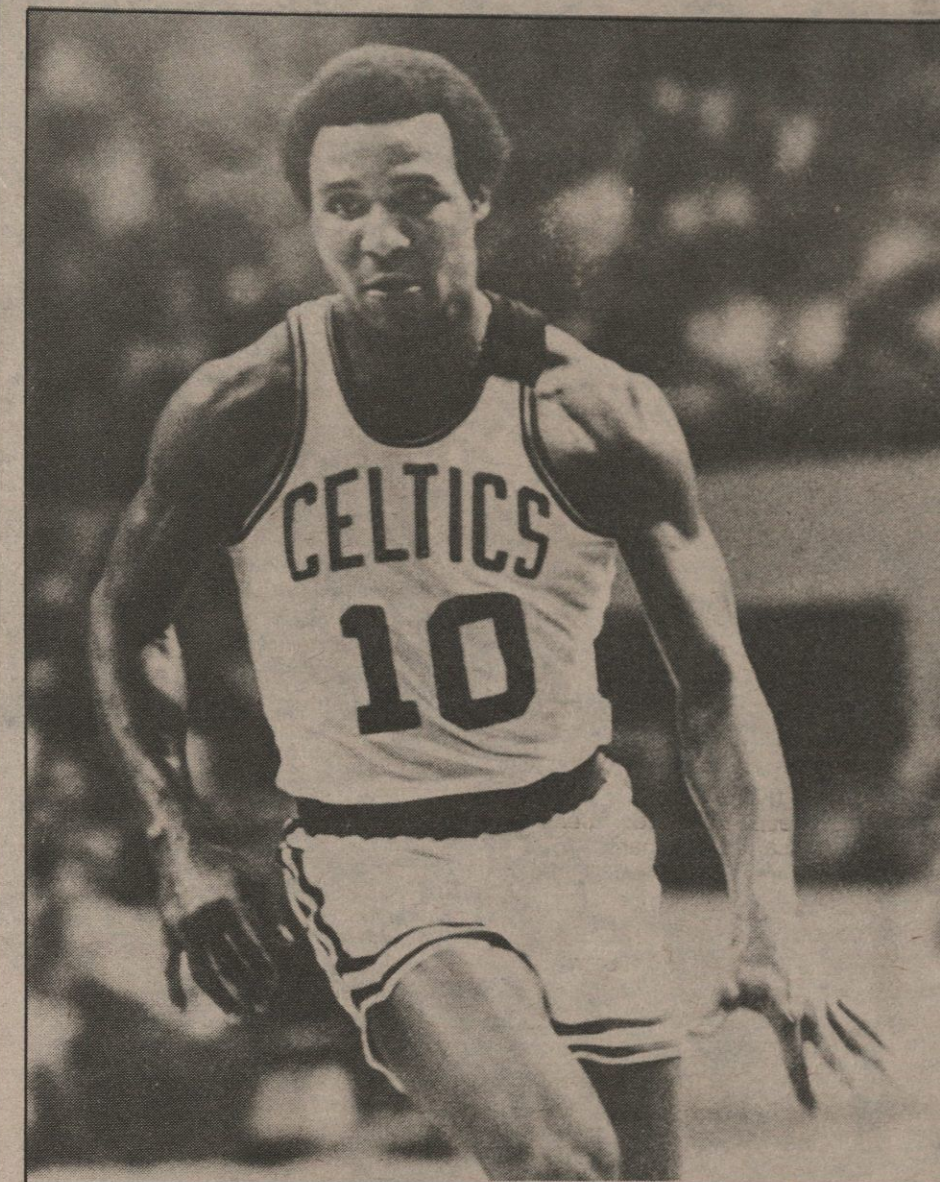
"I put that team together," White says. "It (coaching) worked out fine, but I didn't like the politics of coaching. I was trying to help develop young kids. Other things developed, and it was very difficult to work."

That experience soured White on coaching somewhat. He's not particularly interested in emulating some

Celtics Greats

Jo Jo White — Player Agent

Adjusts to Life - After Basketball



Jo Jo White: Things are going great.

of his former teammates and making a life out of coaching.

"It would depend on the circumstances," White says. "I wouldn't do it just for the sake of being in coaching. But if I had the opportunity to build a winner, yes."

The Celtics won quite a few games during Whites nine-plus years in Boston (1969-70 to 1978-79), which included championship campaigns in 1974 and 1976. White could've been the key ingredient to those great Celtics teams. In his heyday, he was probably as good as any guard in the NBA.

"Jo Jo White was a complete basketball player," says Tommy Heinsohn, who was White's coach. "He ran the offense, called the plays, pushed the ball up the floor on the break, scored and played the good defense. You couldn't ask for more than that. Jo Jo was a superstar."

White was good enough to be

always be a Celtics."

White then gave his definition of Celtics Pride.

"The Celtics have been developed with people," he says. "I don't think it was a lot to do with mystique as it does with people. You can put a lot of talented people together and not have a team. Red (Auerbach) has been called a genius, but he's very, very good with people."

But no one is immune to being traded, and White was no exception. Forty-seven games into the 1978-79 season, White found himself dispatched to the Golden State Warriors, in exchange for a first-round pick. White was having problems with then-owner Irv Levin and asked to be traded.

However, it wasn't as if White really wanted to play anywhere else.

"It wasn't the same, White says.

I was very fortunate to be chosen by the Celtics.

"There's no other organization like the Celtics. It felt awkward being in another uniform. You knew a system that worked, yet you had to learn another."

What was it like to face the Celtics wearing a foreign uniform? "I had mixed feelings," White says. "You know you're supposed to be in a certain place, and you find yourself somewhere else. But I had to carry on in a professional manner."

"It was strange coming back into Boston Garden wearing a different color uniform. Very strange. I had put my heart into that building too many years not to feel something. It was kind of hard when I walked into the Garden as a Golden State Warrior, then into the visiting lockerroom, then on the floor wearing a blue uniform."

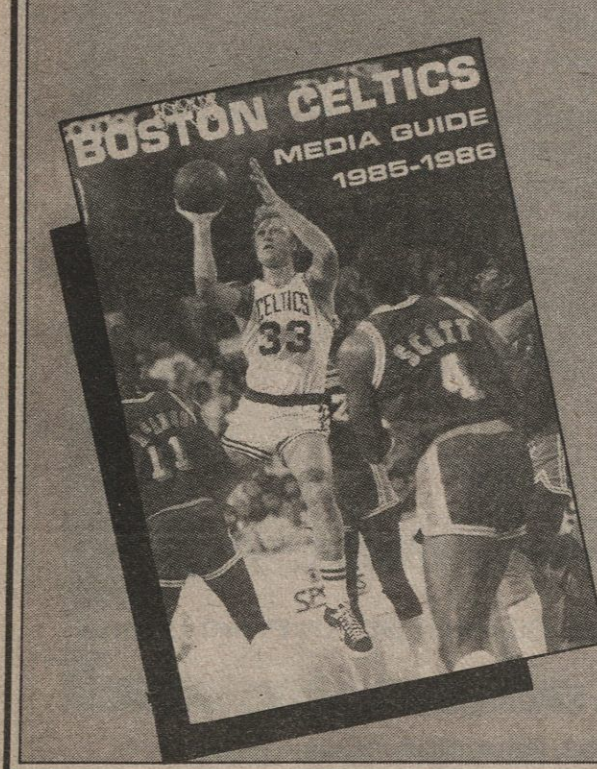
That first day White opposed Boston, Garden fans showed him he may have been traded, but he wasn't forgotten - and gave him a standing ovation.

"That was nice," White recalls. "I appreciated that."

The following season, White was sold to the Kansas City Kings. He played 13 games for the Kings during the 1980-81 season before retiring.

White has obviously made a nice adjustment to life-after-basketball. And he wants to make sure others can do the likewise, hence to formation of his company.

"I'm working toward something that can work for years to come," White says. "I'm on the grindstone and things are going great."



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